

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :348-KUWAIT

011-OIL & GAS EQUIPMENT,SERVICES
KUWAIT

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO MEET WITH HIGH LEVEL OFFICIALS IN ALL GULF OIL COMPANIES IN ORDER TO PROMOTE CANADIAN CAPABILITIES.

ENCOURAGE COMPNAIES, PARTICULARLY FROM ALBERTA TO DO MORE PROSPECTING IN AREA.

INTRODUCE NEW EXPORTERS TO AGENTS, OIL COMPANIES.

FIVE NEW AGENCY AGREEMENTS

ENCOURAGE OIL COMPANIES TO SEND EMPLOYEES FOR TRAINING IN CANADA

LONG TERM PROGRAM TO INCREASE AWARENESS OF CANADIAN INDUSTRY AND CAPABILITIES.

SECTORAL REPORT TO BE DISTRIBUTED TO CANADIAN EXPORTERS

INCREASED FAMILIARITY WITH MARKET ENCOURAGING MORE FREQUENT MARKET VISITS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 VISITORS TO NPS

THE POST INVITED 5 LOCAL O&G SECT OFFICIALS FM ALL GULF COUNTRIES. SEVERAL LOCAL BUSINESS PEOPLE ALSO VISITED THE SHOW AT THEIR OWN EXPENSE. REPORTS FM RETURNING VISITORS TO NPS CONFIRM THAT IT IS 1 OF PREMIER O&G SHOWS IN WORLD.

QUARTER: 2 CERI Conference.
Follow up to NPS.

Bldg. on attendance at last year's conf.,post undertook major promo'l campaign which succeeded in attracting attendees from Gulf. Post visited & debriefed all invitees to NPA (7) & ensured Cdn cos were following up on opportunities.

QUARTER: 3 Introduce new exporters to market.
Meetings with select executives in local oil coys.

Post is actively recruiting attendance at M.E. Oil Show.As result,anticipated part'n is up 400% over last year's event.As follow up to N.P.S., Post has maintained ongoing contact with oil officials.Several projs have been uncovered

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