

*A New Era Opens***Commercial Opportunities in Jordan, Syria and Lebanon**

The latest peace breakthrough and the signing of the Israeli/Jordanian/Washington declaration constitute important steps toward a promising and prosperous era in the Middle East. Economic co-existence is the guiding principle in the process and, if all goes well, the Middle East region can be expected to witness major economic growth in the next few years.

As part of the Canadian promotion drive, the Canadian Embassy in Amman has targeted priority sectors and developed a number of promotional activities to further enhance Canada's presence in this important market. These activities will position Canadian firms for the eventual regional projects that are likely to begin in the next year.

The medical and health sector in Jordan and Lebanon has been a priority for Canadian trade and exports for the last few years.

This year, plans include the organization of a medical and health mission to Jordan, Lebanon, Gaza and the West Bank (Nov. 11-14, 1994) to coincide with the Saudi Healthcare show in Riyadh (Nov. 6-10). Products of interest include disposable ware, X-ray machines, diagnostics, pharmaceutical and hospital furniture.

Jordan's rapidly increasing population has burdened its health sector. As a result, the Jordanian government has announced a \$40 million health management project, to be completed in five stages by the year 2000. The project also envisages ways of developing sources of revenue to reduce dependence on government financing, studies on disease control and on the prospects for implementing a national health care service. In addition, a number of privately-owned hospitals are being built. Jordanian business people also are looking to expand their activities in Gaza and the West Bank market.

Lebanon also is witnessing a surge in hospital reconstruction and rehabilitation efforts in the aftermath of sixteen years of civil war. Now that the war is over and the reconstruction process has truly begun, the Lebanese government has initiated the implementation of a massive 10-years, (\$12 billion) rehabilitation program.

The World Bank, Arab financing institutions and other national governments have provided significant contributions to finance this effort. Solidere, a public shares real estate holding company, has been established with a paid-up capital of \$1.2

billion to reconstruct and develop the old commercial centre in Beyrouth. The design and engineering work has started on this massive project.

The region also is witnessing a surge of activity in the telecom and informatics sectors. There is a great need for telecom equipment and services.

Market potential exists for special and advanced technologies in data communications, data processing, computer software and other informatics systems and products.

Jordan has one of the best and most efficient telecommunications systems in the region.

The Kingdom's Five-Year Plan includes projects which should be of interest to Canadian companies.

They are:

- a telephone network, on B.O.T. basis (10,000 lines), which is under evaluation by the government; and
- a communications lines and stations project to accompany the electric interconnection line between Jordan and Egypt (valued at \$4 million).

For information on any of the above contact the Canadian Embassy in Amman: fax: (011-962-6) 689-227; tel: (011-962-6) 666-124/5/6; or Renee Umezuki, at the Africa Middle East Trade Development Division, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 944-6346. Fax: (613) 944-7431.

## **Twentieth Tehran International Trade Fair**

Twelve Canadian companies currently (October 2-9, 1994) are participating in the **Twentieth Tehran International Trade Fair** in this Iranian capital.

The fair is designed to assist Iranian importers in international competitions and in supporting the transfer of technology to Iran.

The participating Canadian companies are promoting such products and services as diesel engine locomotives, medical devices, oil well services, and engineering technology.