

Export and Investment Promotion Planning System

MISSION: 319 DAMASCUS

COUNTRY: 325 SYRIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: DECISION BY SYRIAN TELECOMMUNICATIONS ESTABLISHMENT (STE) REGARDING PROCUREMENT OF SWITCHING AND PABX TECHNOLOGY DUE TO UNAVAILABILITY OF EXTERNAL FINANCING.

Results Expected: POTENTIAL CONTRACT AWARD FOR TWO PROJECTS TO NORTHERN TELECOM IF FINANCING COULDBE PUT IN PLACE.

Activity: ON GOING ASSISTANCE TO CDN FIRMS SUCH AS MARMAN MICROSYSTEMS, ALIS AND GANDALF IN MARKETING EFFORTS TO KEY PUBLIC SECTOR AGENCIES IN SYRIA.

Results Expected: ENHANCED MARKET PENETRATION BY CDN SUPPLIERS OF COMPUTER HARDWARE AND SOFTWARE SYSTEMS.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: ASSESSEMENT OF PRIVATE SECTOR CAPABILITY IN COMPUTER FIELD (PRESENTLY CONFINED TO ENTERTAINMENT APPLICATIONS) IN ORDER TO IDENTIFY POTENTIAL LOCAL AGENTS FOR CDN SUPPLIERS.

Results Expected: POTENTIAL BASIS FOR RECRUITMENT OF PARTICIPANTS FOR INCOMING COMPUTER TECH MISSION TO CDA.