

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 308 JORDAN

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: JORDANIAN COMMITMENT TO HYDROCARBON EXPLORATION & EXPLOITATION OFFER EXCELLENT OPPORTS TO CDN FIRMS IN BOTH TECHNICAL COOP. & EQPT & SERVICES.

2. 005 COMM. & INFORM. EQP. & SERV

REASONS: TELECOMMS. AUTHORITY CURRENTLY ASSESSING POSSIBLE PRIVITIZATION OF ITS OPERATIONS & WILL REQUIRE ASSIST. IN "OPERAT'NAL" ASPECTS. THIRD GENERATION OF SWITCHING PRODS ALSO TO BE PROCURED IN 87/88.

3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: SUBSTANTIAL SCOPE CLD EXIST FOR CDN CONSULTANTS & SUPPLIERS IN THE TRAFFIC MNGMT, RAILWAYS & PORT CONSTRUCTION SECTORS WITHIN THE CONTEXT OF JORDANIAN PRIORITIES IN THE 1986-1991 FIVE YEAR PLAN.

4. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: COMMISSIONING OF PHASE I OF AQABA THERMAL PLANT & TENDERING FOR PHASE II SHLD AFFORD GOOD OPPORTS. FOR CDN FIRMS IN MAINTENACE & SRVCE REQUIREMENTS ASSOC. WITH HIGH VOLT. TRANSMISSION LINES IN JORDAN.

5. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: REQU'MENTS FOR CONSULTING SRVCS WITHIN THE SCOPE OF DVLPMNTL PROJS ENVISIONED IN THE NEW 5 YR PLAN SHLD AFFORD OPPORTS TO CDN FIRMS IN SECTORS SUCH AS ENERGY, COMMUN'TIONS, TRANSP. AND AGRICULTURE.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 001 AGRI & FOOD PRODUCTS & SERVICE
2. 012 PETROCHEM & CHEM PROD, EQP, SERV
3. 016 INDUSTRIAL MACHIN, PLANTS, SERV.
4. 011 OIL & GAS EQUIPMENT, SERVICES
5. 013 CONSUMER PRODUCTS
6. 015 CONSTRUCTION INDUSTRY