

RPTCI TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: RIYADH

Market: SAUDI ARABIA

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- ASIAN PRICING OF HARDWARE PRECLUDES
- ANYTHING OTHER THAN SPECIALTY EQPT.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SUPPORT SUPPLEMENTAL SALES OF BILINGUAL TERMINALS  
Expected Results: FURTHER SALES OF ONE HUNDRED UNITS

Activity: SUPPORT RCT ON MACHINE READABLE PASSPORT EQUIPMENT  
Expected Results: RECEIVE INVITATION FOR FINANCIAL PROPOSAL

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INFO BOOTH AT MIDDLE EAST COMPUTING AND BUSINESS EQPT SHOW  
Expected Results: GENERATE 20 SOURCING LEADS, I.D. FIVE NEW AGENTS

For the next fiscal year, the mission is planning to undertake the following new export support initiatives in this sector/sub-sector:

Activity: MINT MARKET STUDY OF COMMUNICATIONS AND INFORMATICS  
Expected Results: 3 CDN REFS TO APPOINT AGENTS

Activity: INTRODUCE CDN SOFTWARE MANAGEMENT FIRMS TO MARKET  
Expected Results: ESTABLISH CDN-SAUDI JOINT VENTURE

Activity: ORGANIZE CDN COMPUTER SPECIALISTS GROUP IN KINGDOM  
Expected Results: IMPROVE INTELLIGENCE ON AND RESPONSE TO UPCOMING COMPUTER PROJECTS