

CONTRACTS INCLUDE SALES OF GM LOCOMOTIVES TO ALGERIA AND THE PROVISION OF EDUCATIONAL SERVICES TO ABU DHABI BY EDUCANSULT OF TORONTO.

AND RECENT EVENTS IN THE REGION OFFER PROMISE FOR THE FUTURE, IN PARTICULAR, THE END OF THE GULF WAR HAS BROUGHT THE FEELING OF BUSINESS CONFIDENCE FLOODING BACK TO THE OIL PRODUCING STATES OF THE ARABIAN PENINSULA. AND IT IS HAS BROUGHT THE PROSPECT OF ECONOMIC GROWTH AND RECONSTRUCTION TO THE ECONOMY OF IRAQ.

BUT THE NEW ARAB MARKET WILL BE DIFFERENT FROM THE ONE OF THE 1970'S. MUCH OF THE BASIC INFRASTRUCTURE HAS BEEN BUILT - THE "GOLD PLATED" MARKETS WILL NOT BE THERE AGAIN. THE EMPHASIS MUST BE ON TRAINING, TECHNOLOGY EXCHANGE, INVESTMENT, OPERATIONS AND MAINTENANCE CONTRACTS.

THROUGHOUT THE REGION, THERE IS A RESURGENCE IN THE IMPORTANCE OF THE PRIVATE SECTOR. MORE AND MORE ARAB GOVERNMENTS ARE RELYING ON THE PRIVATE SECTOR TO DRIVE THEIR NATIONAL ECONOMIC GROWTH. IMPORT REGIMES ARE BEING RELAXED; LOCAL PRIVATE FINANCING IS BECOMING AVAILABLE; INDUSTRIES ARE BEING DEREGULATED.

ACCORDINGLY, WHILE IN THE SEVENTIES THE FOCUS OF CANADIAN EXPORT EFFORTS WAS ON SELLING LARGE INFRASTRUCTURAL PROJECTS TO PUBLIC SECTOR BUYERS. IN THE NINETIES, OUR FOCUS WILL BE ON SELLING TECHNOLOGY AND SERVICES TO THE ARAB PRIVATE SECTOR.