

Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: MAINTAINING CONTACTS WITH KEY IMPORTERS OF AGRICULTURE AND FOOD PROJECTS

Results Expected: INCREASED AWARENESS

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: WORK CLOSELY WITH SELECT IMPORTERS TO DETERMINE REQUIREMENTS AND EMBASSY TO TAKE LEAD IN OBTAINING QUOTES

Results Expected: REGATE BAD WILL CREATED BY SEVERAL CANADIAN COMPANIES IN PAST. SINCE FAIL TO RESPONDE TO SOURCING INQUIRIES

Activity: BUILD UP-TO-DATE BASE OF INTERESTED EXPORTERS AND ENCOURAGE FRE-QUENT MARKET VISITS

Results Expected: BETTER RESPONSE RATE AND INCREASED SALES

Activity: CAREFULLY MONITOR PROJECT ACTIVITY AND REPORT IN TIMELY FASHION

Results Expected: INCREASE EXPORTER AWARENESS OF PROJECTS AT EARLY STAGES OF IMPLIMENTATION