

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: STORAGE OF ARCHIVE MATERIAL MINISTRY OF FINANCE

Approximate Value: \$ 10 M

Financing Source:

For further info. please contact:

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The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:
ASIAN PRICING OF HARDWARE PRECLUDES ANYTHING OTHER THAN SPECIALITY EQUIPMENT. CONSULTING SERVICES MUST BE OFFERED ON J-V BASIS.

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
- competitive export pricing for 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

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

Activity: SUPPORT BCI OFFER ON MACHINE READABLE PASSPORTS.

Results Expected: RECEIVE INVITATION FOR FINANCIAL PROPOSAL.

Activity: SUPPORT SUPPLEMENTAL SALES OF BILINGUAL TERMINALS TO NATIONAL INFORMATION CENTRE.

Results Expected: FURTHER SALE HUNDRED UNITS.