

Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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:

- support provided by the PEMD program
- participation in trade missions
- 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
- 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: CONTACT THE MAIN HOSPITALS IN UAE AND OMAN TO CHECK THE REQUIREMENTS OF MEDICAL EQUIPMENT AND CONVEY SOME TO CANADIAN EXPORTERS.

Results Expected: INCREASED SALES.

Activity: CONTINUE TO SUPPORT EMERGENCY ONE GROUP PROPOSAL TO SUPPLY EMERGENCY HEALTHCARE SYSTEMS EXPERTISE TO UAE MINISTRY OF HEALTH.

Results Expected: CONTRACTS FOR CANADA EMERGENCY ONE.

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: IDENTIFY CANADIAN HEALTHCARE MANAGEMENT COMPANIES INTERESTED IN BIDDING ON HOSPITAL MANAGEMENT CONTRACTS IN UAE AND OMAN.

Results Expected: INTRODUCE CANADIAN COMPANIES TO LOCAL PARTNERS AND CLIENT CIVILIAN AND MILITARY MINISTRIES.