

## Export and Investment Promotion Planning System

REPT: SYN-GEO            87/88      A. Post export program priorities

Region: MIDDLE EAST

Mission: 348 KUWAIT

Market: 311 KUWAIT

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: WHILE EXPLORING & PROD'N ARE DOWN, THE ONGOING REQUIREMENTS FOR MAINTENANCE & MODERNIZATION ARE SUBSTANTIAL. THE WEAKNESS OF THE CDN DOLLAR & DISSATISFACTION WITH EXISTING SUPPLIERS PLACES CDA IN A GOOD POSIT'N

2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: THE ON-GOING GULF WAR AND THE FEAR OF FURTHER TERRORIST ACTIVITIES PRESENTS A UNIQUE OPPORTUNITY FOR FIRMS WITH ADVANCED, STATE OF THE ART SECURITY/DETECTION EQUIPMENT.

3. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: EDUC. & HEALTH ARE TWO OF THE GOVT'S HIGHEST PRIORITIES. CDA IS VIEWED AS DYNAMIC IN BOTH AREAS OFFERING ALTERNATIVES TO THE TRAD'L U. S., U. K. SYSTEMS. IN HEALTHCARE WE ARE PERCEIVED AS INNOVATIVE & AFFORDABLE.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 007 POWER & ENERGY EQUIP. & SERV.
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 012 PETROCHEM & CHEM PROD, EQP, SERV