

REPORT 4B  
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 347-RIYADH

SAUDI ARABIA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE  
AGRICULTURAL MISSION

VISITED MAJOR FARMS IN KINGDOM, COMPANIES NOW  
HAVE DIRECT CONTACT WITH END CLIENT.

001-AGRI & FOOD PRODUCTS & SERVICE  
SAUDI AGRICULTURE 87

CDN COMPANIES MADE PRESENCE KNOWN IN MARKET,  
MAJOR POTENTIAL FORESEEN IN AREAS OF PEAT  
MOSS, SEMEN, SEED EQUIPMENT.

008-TRANSPORT SYS, EQUIP, COMP, SERV.  
ENCOURAGE CDN AUTO PARTS COMPANIES TO ESTABLISH  
SAUDI/CDN AUTO PARTS DISTRIBUTION CENTERS THROU-  
GHOUT THE KINGDOM.

IDENTIFIED & INTRODUCED SIYANAH OF RIYADH AS  
PROSPECTIVE PARTNER TO CDN TEAM. SAUDI PARTNERS  
WILL VISIT CANADA IN JULY TO FINALIZE THE DEAL.

014-EDUCATION, MEDICAL, HEALTH PROD  
INTRODUCE CANADIAN EQUIPMENT SUPPLIERS OF  
DISPOSABLES TO KSA.

SIGNATURE OF AGENCY AGREEMENT CARDIO-MED/BASSAM  
TRADING. HAVE INTERESTED MAJOR TRADING COMPANIES  
IN TERRITORY TO CANADIAN EXPERTISE FOR UPCOMING  
TENDERS.

014-EDUCATION, MEDICAL, HEALTH PROD  
PROMOTE CANADIAN TRAINING FACILITIES TO MODA/MI-  
NISTRY OF INTERIOR, CIVIL DEFENSE/GOTEVOT/ARAB  
CENTER FOR SECURITY STUDIES AND TRAINING (ACSST)

PROMISE THAT 2 OFF. WOULD ATTEND OND MEDEVAC COURSE  
THIS SUMMER. HAVE INTERESTED MIN. OF INT. CIVIL  
DEFENSE TO CODE GROUP PACK. TRAINING IN CDA. OBTAINED  
COMM. FM GOTEVOT TO SEND OFF. ON TRAINING.  
ACSST TO BEGIN DISCUSSION WITH ONT. PROV. POLICE.

017-SERVICE INDUSTRIES  
TOURISM: PROMOTE CANADA AS A TOURIST DESTINATION

DISTRIBUTION OF TOURISM PROMOTION MATERIAL TO  
MOST IMPORTANT TRAVEL AGENCIES IN KSA AND  
ARRANGE FOR PACKAGE DEALS TO BE DEVELOPED BY  
AIRLINES & TRAVEL AGENTS FOR 1988.