

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.

ii) Project Name: AL KHARJ AIRFORCE BASE NAV AIDS

Approximate Value: \$ 100 M

Financing Source: 012 DOM

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:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:
MAJOR SALES MUST BE POLITICALLY LINKED. SMALLER ITEMS NEED TO OBTAIN BLESSING OF EXPATRIATE ADVISORS WHO MAY FAVOUR OTHER COUNTRIES.

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
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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

Activity: SUPPORT CANADIAN FIRMS REGISTERED AS SUB-SUPPLIERS TO ARMY AVIATION BASE.

Results Expected: \$10-20 MILLION SALES.

Activity: ENCOURAGE MDA TO DEMONSTRATE AIRBOURNE SAR.

Results Expected: OBTAIN INVITATION TO QUOTE A SYSTEM