

RPT87

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 EXPORT PROMOTION PRIORITIES

Mission: RIYADH

Country: SAUDI ARABIA

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

1. DEFENCE PROGRAMS, PRODUCTS, SERV  
DEFENCE SPENDING REMAINS A TOP PRIORITY WORTH APPROXIMATELY \$15 BILLION ANNUALLY.
2. ADVANCED TECH. PROD. & SERV  
NEWLY INSTALLED TELECOMMUNICATIONS INFRASTRUCTURE MUST BE MAINTAINED AND EXPANDED INTO RURAL AREAS. INCREASED COMPUTERTIZATION IS BEING USED TO UPGRADE SAUDI SKILLS AND DECREASE RELIANCE ON EXPATRIOT WORKERS.
3. TRANSPORT SYS. EQUIP. COMP. SERV.  
NEW SAFETY STANDARDS AND SLOWER TURNOVER OF VEHICLES CREATES MARKET FOR SPARE PARTS AND JOINT VENTURE MANUFACTURING.
4. EDUCATION, MEDICAL, HEALTH PROD  
FOURTH DEVELOPMENT PLAN STRESSES HEALTHCARE SERVICES, TECHNICAL AND PROFESSIONAL TRAINING.
5. AGRI & FOOD PRODUCTS & SERVICE  
DESPITE EFFORTS TO INCREASE SELF-SUFFICIENCY, IMPORTS OF AGRICULTURE AND FOOD PRODUCTS CONTINUE IN THE MULTI-BILLION DOLLAR RANGE.
6. OIL & GAS EQUIPMENT, SERVICES  
WITH OIL AND GAS INFRASTRUCTURE NOW COMPLETE, THE EMPHASIS IS ON EFFECTIVE OPERATIONS AND MAINTENANCE.

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

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| 1. ADVANCED TECH. PROD. & SERV       | 4. POWER & ENERGY EQUIP. & SERV.    |
| 2. GRAINS AND OILSEEDS               | 5. FOREST PRODUCTS, EQUIP, SERVICES |
| 3. TRANSPORT SYS. EQUIP. COMP. SERV. | 6. CHEM PROD & PETROCHEM. EQP. SERV |