

## 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

- iii) Project Name: VOCATIONAL TRAINING  
 Approximate Value: \$ 2 M  
 Financing Source: O12 DOM  
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The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:  
 PERHAPS LACK OF AWARENESS OF OPPORTUNITIES IN SAUDI ARABIA

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:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market

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

Activity: COMPLETE DEVELOPMENT OF CCC PROPOSAL TO MODA FOR POST-GRAD TRAINING OF TECHNICIANS.

Results Expected: TRAINING OF MEDICAL STAFF FROM SAUDI ARABIA IN CANADA

Activity: ARRANGE VISIT BY TORONTO INSTITUTE OF MEDICAL TECHNOLOGY TEAM TO INVESTIGATE DHARHAN ACADEMY PROPOSAL.

Results Expected: ESTABLISHMENT OF "MOTHER INSTITUTE" BETWEEN TIMT AND DHAHRAN ACADEMY.

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: UNDERTAKE STUDY OF THIS MARKET TO DETERMINE REAL NEEDS OVER NEXT 2 YEARS.

Results Expected: IDENTIFY MORE FULLY CANADIAN CAPABILITIES AGAINST MKT DEMANDS.