

RPTR2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: AMMAN

Country: JORDAN

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

1. OIL & GAS EQUIPMENT, SERVICES

UTILIZATION AND DISCOVERY OF INDIGENOUS HYDROCARBONS IS PRIORITY GIVEN CURRENT ECONOMIC PRESSURES. CAN IS WELL-ESTABLISHED IN SECTOR THROUGH RESIDENT CORP PRESENCE CAPABLE OF TIMELY RESPONSES TO SPECIFIC MKT OPPORT. OUR EXPERTISE IN NATURAL GAS, TAR SANDS AND OIL SHALE DEVELOPMENT IS RESPECTED HERE.

2. ADVANCED TECH. PROD. & SERV

MARKET PENETRATION IN 1988 BY CDN SUPPLIERS OF TELECOM PRODUCTS HOLDS EXCELLENT PROSPECT FOR ADD-ON SALES. JAN '89 SEMINAR PROGRAM WILL INTRODUCE NEW CDN TECHNOLOGIES TO JORDAN WHICH FIGURE PROMINENTLY IN LONG TERM PLANNING OF TELECOMM CORP (TCC).

3. AGRI & FOOD PRODUCTS & SERVICE

IMPORTS OF FOOD PRODUCTS WILL BE ONE OF FEW AREAS EXEMPTED FROM NEWLY INTRODUCED CONTROLS. LOCAL PRODUCTION FOCUSED ON IMPORT SUBSTITUTION COULD OFFER SCOPE FOR CDN AGRI EQUIPMENT AND TECHNOLOGY. NEWLY APPROVED SEED POTATO VARIETIES WILL BE ELIGIBLE FOR IMPORTATION IN 1989-90.

4. POWER & ENERGY EQUIP. & SERV.

REACTIVATION OF AQABA THERMAL POWER PLANT PROJECT AND POSSIBLE GAS AND SHALE BURNING FACILITIES IN EAST AND CENTRAL JORDAN ARE GOOD PROSPECTS FOR CDN EXPORTERS. ATD PROGRAM (HV LAB. STAFF EXPERTS) WILL PLAY KEY ROLE IN IDENTIFICATION OF NEW SERVICES OPPORTUNITIES.

5. GRAINS AND OILSEEDS

FOCUS WILL BE ON BARLEY, SPECIALTY SEEDS AND MILLED FLOUR WHICH HAVE BEEN INTRODUCED BY EXPORTERS TO THE MARKET. WHEAT SALES CONTINUE TO BE HAMPERED BY SUBSIDIZED COMPETITOR PRICING.

6. EDUCATION, MEDICAL, HEALTH PROD

STEADY, MODEST GROWTH AS SECTORAL EXPORTS CONTINUE. 3 PROJECTS BY ACCC WILL REPRESENT MAJOR INTRODUCTION OF TRAINING SERVICES CAPABILITIES TO JORDANIAN AGENCIES. CAPSULE MAKING PLANT IN AMMAN CONTINUES TO HAVE STRONG TECHNICAL LINKS TO CANADA.

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

1. GRAINS AND OILSEEDS
2. OIL & GAS EQUIPMENT, SERVICES
3. ADVANCED TECH. PROD. & SERV

4. CHEM PROD & PETROCHEM. EQP. SERV
5. EDUCATION, MEDICAL, HEALTH PROD
6. CONSUMER PRODUCTS & SERVICES