

## Export and Investment Promotion Planning System

## 87/88 Trade and Economic Overview

Mission: 340 AMMAN

Country: 308 JORDAN

THE JORDANIAN MKT SHLD CONTINUE TO PRESENT VIABLE OPPORT. FOR CDN EXPORTS, AND THE COMMERCIAL DIVISION WILL LOOK TO IMPROVED EXPORT PERFORMANCE AS ITS MAJOR OBJECTIVE FOR THE COMING FY. AS IN THE PAST, THE POST WILL DIVIDE ITS FOCUS INTO TWO PARTS: PUBLIC SECTOR OPPORTUNITIES & SALES TO PRIVATE SECTOR INTEREST. IN THE CASE OF THE FORMER, A NEW FIVE YEAR DEVEL. PLAN TO BE ISSUED IN LATE 1986 SHLD PROVIDE A CLEAR DIRECTION AS TO MAJOR CAPITAL PROJ OPPORT. IN THE MKT FOR THE FORSEABLE FUTURE. CDN PART. IN SUCH PROJ. WILL REQUIRE FINANCING SUPPORT FM THE EXP. DVLPT. CORP., IN ORDER TO OBTAIN AN EQUAL FOOTING FOR CDN BIDDERS IN LIGHT OF FINANCING PRACTISES FO PRINCIPAL COMPETITORS IN THE MKT. PRIVATE SECTOR OPPORT., WHILE BROADLY BASED, WILL BE LARGELY DETERMINED BY ECONOMIC CIRCUMSTANCES PREVALENT IN THE M. EAST REGN, AND THE AVAILABILITY OF FUNDING BY PRIVATE INTERESTS TO UNDERTAKE NEW &/ OR TRAD'NAL CAPITAL PURCHASES FM ABROAD. PRICE SENSITIVITY WILL BE THE GOVERNING PARAMETER FOR CDN BIDDERS IN THESE OPPORT., WHICH IS CHARACTERISTIC OF THE HIGHLY COMPETITIVE NATURE OF THE LOCAL PRIVATE SECTOR MKT. WITH THE ADD'N OF A BILATERAL DVLPMNT ASSIST. PROGRAMME IN THE FORTHCOMING FY, IT IS HOPED THAT COMMER'L SPIN-OFFS &/OR PARALLEL FINANCING OPPORT. FOR IDENTIFIED PROJS CLD RESULT IN IMPORVED PERFORMANCE ON THE PART OF CDN EXPTRS. WHILE THIS MAY NOT BE POSSIBLE IN THE INITIAL PHASES OF THIS PROGRAMME, IT IS HOPED THAT OVER THE MEDIUM TO LONGER TERM CDN COMMER'L INTERESTS WILL BE ENHANCED BY THE PRESENCE OF DVLPMNTL ASSIST. FUNDING TO JORDAN. EXPTRS WILL CONTINUE TO DRAW ON THE RESOURCES OF CIDA'S IND'L COOP. PROGRAMME IN TERMS OF PROVISION OF SPECIALIZED SVCS IN PROJ. DEFINITION, TECH. TRANSFER & PROJ. IMPLEMENTATION. THE POST WILL UPDATE ITS INITIAL ANALYSIS OF THE 86-91 FIVE YR PLAN, IN ORDER TO PROVIDE HDGTRS & THE CDN EXPTG COMMUNITY WITH TIMELY ADVICE AS TO SPECIFIC PROJ. & TENDER OPPORTS. SECTORS OF CONCENTRATION WILL INCLUDE OIL & GAS DVLPMNT, WHERE JORDAN HAS PLACED A CERTAIN DEGREE OF PRIORITY IN LIGHT OF DEPENDANCE ON EXT. SOURCES OF SUPPLY; COMMUNIC'NS, WHERE PRIVATIZATION OF THE TELECOMMS. AUTHORITY & DOWNSTREAM EQPT REQUIREMENTS OFFER SCOPE FOR CDN PART.; TRANSP. SYST.; POWER GENERATION. THE POST WILL CONTINUE TO BUILD ON ITS MODEST SUCCESS IN THE INTRODUCTION OF CDN FOOD PRODS TO THE LOCAL MKT, WITH INCREMENTAL SALES ANTICIPATED RESULTING FM PREVIOUS TRAIL ORDERS. EFFORTS WILL BE MADE TO EXPLORE MKT PROSPECTS FOR CDN CEREAL GRAINS, AS WELL AS RENEWED SEED POTATO MKTG EFFORTS. A NEW AREA OF FOCUS WILL BE OPPORTS. ASSOC'D WITH EDUCAT'L SRVCS & LOCAL TRAINING REGU'MENTS, WHERE RECENT EFFORTS BY CDN CONSULT. & INSTIT'NS MAY PAY OFF. WITH SUBSTANTIALLY INCREASED WORK IN CONJUNCTION WITH JORDANIAN AND MULTI-LATERAL AGENCIES BASED IN AMMAN.