

Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

UK MILITARY ADVISORS IN UAE DEFENCE ESTABLISHMENT UNTIL RECENTLY AND STILL IN OMAN, HAVE DOMINATED SELECTION OF DEFENCE PRODUCTS, STEERED THEM TO UK COMPANIES AND DISCOURAGED CANADA.

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:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: CAMPAIGN OF INTERVIEWS AS MANY UAE MARKET CONTACTS IN MILITARY ESTABLISHMENT & ACROSS THE BOARD AMONG PRIVATE SECTOR CONSULTANTS REMAIN TO BE IDENTIFIED AND THEIR SPECIFIC DEPARTMENTAL CAPABILITIES AND NEEDS IDENTIFIED.

Results Expected: SHOULD PRODUCE A COMPREHENSIVE MARKET SURVEY AS IS POSSIBLE IN SECRETIVE SECTOR AND PLUG-IN MOST PROMISING CANADIAN COMPANIES.

Activity: CONTINUE TO SUPPORT COMPANIES SUCH AS CANADIAN MARCONI, DE HAVILLAND, BRISTOL AEROSPACE & CANADAIR ALREADY MARKETING TO UAE AND OMAN DEFENCE MINISTRIES.

Results Expected: ENCOURAGE UAE & OMANI MINISTRIES TO BUDGET FOR 1987 PURCHASES OF CANADIAN EQUIPMENT.

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: FOLLOW-UP HITECH 87 AND PROPOSED EARLY 1987 DEFENCE AND SECURITY PRODUCTS MISSION TO MIDDLE EAST TO PROMOTE LOCAL PRIVATE CONSULTANTS TO VISIT CANADIAN COMPANIES IN SUMMER 87.

Results Expected: CONSULTANCY AGREEMENTS TO PROMOTE CANADIAN PRODUCTS IN UAE (AND PERHAPS OMAN) TO BE SIGNED.