Export Marketing Opportunities

A strong interest exists in Saudi Arabia in electronic test equipment, hand tools, balancing and alignment equipment, straightening and stretching equipment, and tire service and repair equipment.

Marketing Media:

Exhibitions:Riyadh Motor Show, November 1993. Organizers: Riyadh Exhibition Company Ltd., P.O.Box 56010, Riyadh 11554, Saudi Arabia. tel 966 1 454-1448/0637, fax 966 1 454-4846. Contact: Bechara Nacouzi, Sales Manager.

Jeddah Motor Show, December 1993. Organizers: Al-Harithy Company for Exhibitions Ltd., P.O.Box 6249, Jeddah 21442, Saudi Arabia. tel 966 2 665-8194/5, fax 966 2 667-1241. Contact: Talal Traboulsi, Marketing Manager.

10th Annual Motor Show, November 1993. Dharan International Exhibitions, P.O. Box 7519, Dammam 31472, Saudi Arabia. tel 966 3 857-9111, fax 966 3 857-2285. Contact: Khalid Moussa, Marketing Manager.

Advertising: The cost of advertising in nationwide newspapers runs approximately US \$ 2,500 for a quarter page. It is a common practice for manufacturers and importers to share promotional costs.

Canadian Embassy, P.O.Box 94321, Riyadh 11693, Kingdom of Saudi Arabia. tel 011-966-1-488-2288, fax 011-966-1-488-0137.

ind repair automotive vehicles.

I here is no local manufacturing of wheel balancing and alignment equipment in Saud Arabia. The US dominates this market followed by Germany and Japan.

All foreign companies who wish to do business in Saudi Arabia are required to have a local gent. Saudi firms prefer exclusive agreements either covering the whole country or one of



and excellent after sale service are the keys to succesful marketing in