

Marketing Media

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.

