

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUWAIT

Market: KUWAIT

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- LOW OIL PRICES HAVE TENDED TO REDUCE-
- CE EXPENDITURE BY LOCAL OIL COS.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: OIL AND GAS EQUIPMENT & SERVICES REPORT
Expected Results: IDENTIFY POTENTIAL OPPORTUNITIES

Activity: FOLLOW UP MIDDLE EAST OIL & GAS SHOW - MARCH 89
Expected Results: TO IDENTIFY GOOD SALES LEADS.