

Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

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
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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:

- aggressive marketing on the part of Canadian Exporters
- use of provincial governments export promotion activities
- competitive export pricing for this market

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

Activity: VISIT OF MINISTER OF EDUCATION OF ONTARIO.

Results Expected: HIGHER PROFILE FOR CANADA.

Activity: VISITS TO KEY PURCHASING PERSONNEL IN HOSPITALS, CLINICS. MINISTRY TO PROMOTE CANADIAN MEDICAL & HEALTH CARE PRODUCTS.

Results Expected: ESTABLISH REQUIREMENTS AND INCREASE AWARENESS OF CANADIAN EXPERTISE.

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: CATALOGUE SHOW AT UNIVERSITY OF KUWAIT MEDICAL SCHOOL TO PROMOTE CANADIAN PRODUCTS.

Results Expected: INCREASE AWARENESS AND DEMAND FOR CANADIAN PRODUCTS NOW FINDING INCREASED FAVOUR WITH KUWAIT AUTHORITIES.