

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- participation in trade fairs
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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

Activity: PREPARE MARKET ANALYSIS FOR LUMBER IMPORTS IN SAUDI ARABIA.

Results Expected: PROVIDE A CLEAR PICTURE TO CANADIAN LUMBER EXPORTERS ESPECIALLY FROM BRITISH COLUMBIA.

Activity: LOBBY CONSORTIUM OF NEWSPRINT IMPORTERS TO IMPORT CANADIAN NEWSPRINT ON TRIAL.

Results Expected: CONVINCING LOCAL PRESS TO SWITCH IMPORTS FROM SCANDANAVIA TO CANADA.

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: ARRANGE FOR LUMBER IMPORTERS TO VISIT CANADIAN SUPPLIERS TO GET ACQUAINTED WITH THEIR POTENTIAL.

Results Expected: DIRECT CONTACT BETWEEN IMPORTER/SUPPLIER SHOULD FACILITATE FUTURE SOURCING BY IMPORTER