

Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: KUWAIT GREENIFICATION
Approximate Value: \$ 100 M
Financing Source: 012 DOM
For further info. please contact:
EMBASSY

iii) Project Name: OMAN IRRIGATION SCHEME (INCLUDES RESER-
VOIRS)
Approximate Value: \$ 250 M
Financing Source: 012 DOM
For further info. please contact:
EMBASSY

iv) Project Name: ONGOING PURCHASES
Approximate Value: \$ M
Financing Source:
For further info. please contact:
EMBASSY

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

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
- other factor(s) described by the Trade Office as follows:
 - LACK OF FOLLOW-UP BY EXPORTERS TO SOURCING REQUESTS AND VERY INFREQUENT MARKET VISITS
 - UNWILLINGNESS TO COMPLY WITH LOCAL PACKAGING REQUESTS AND CUSTOMS

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 Canadian Government export promotion activities