

FOREWORD

Canada's Export Development Plan for Saudi Arabia has been prepared to assist existing and potential exporters, who are interested in expanding business in Saudi Arabia. The review and analysis of this market provide the basis for the market development activities in Saudi Arabia over the next two to three years, planned by the Department of External Affairs. The provincial governments, also active in supporting Canadian exporters, were consulted during the preparation of the plan. The plan does not attempt to cover in detail Canadian interests or Saudi opportunities. Rather, it highlights significant market opportunities in a number of industry sectors, in which Canadian supply capability is well established.

The plan is presented in three parts. The Executive Summary provides a brief review of Canada-Saudi Arabia trade relations and highlights the principal market opportunities identified in each of the industry sectors included in the plan. Part I, the Market Overview focusses on bilateral Canada-Saudi relationships and socio-economic and political conditions in Saudi Arabia. This will be particularly useful to the reader seeking a broad introduction to the Canada-Saudi Arabia trade environment. Part II, Market Opportunities and Sector Marketing Plans will be of most interest to firms supplying goods and services in the industry sectors which have been selected.