

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: RIYADH

Market: SAUDI ARABIA

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- MAJOR SALES-POLITICALLY LINKED.NEED
- TO OBTAIN BLESSING OF EXPATRIATE

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SUPPORT CDN FIRMS REGISTERED AS SUB-SUPPLIERS TO ARMY AVIAT.
Expected Results: \$10-20 MILLION SALES

Activity: ENCOURAGE MODA TO DEMONSTRATE SIDE LOOKING AIRBORNE RADAR
Expected Results: OBTAIN INVITATION TO QUOTE A SYSTEM

Activity: PURSUE CDN BIDDER FOR TAIF SECURITY SYSTEMS.
Expected Results: PURSUADE CDN FIRM TO MAKE QUOTATION

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ARM-X INCOMING MISSION - 23-25 MAY 1989
Expected Results: \$10-20 MILLION SALES

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

Activity: DETERMINE MARKET FOR ELECTRONIC WARFARE SIMULATION TRAINING
Expected Results: PREPARE REPORT ON SIZE OF MARKET AND ENTRY POSSIBILITIES

Activity: GET MID-SIZE CDN FIRMS TO PARTICIPATE IN SMALL SECURITY JOBS
Expected Results: J.-V. BID BY ONE OF SEVERAL QUALIFIED CDN GROUPS

Activity: SUPPORT CDN FIRMS TO MOVE INTO MAINTENANCE SECTOR-NAV AIDS
Expected Results: J.-V. PARTICIPATION OF O & M CONTRACT AT AIRPORT