

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 005 COMM. & INFORM. EQP. & SERV

REASONS: -UAE & OMANI TELECOM MINISTRIES ARE SELF-FINANCING. -EXPANSION OF CIVIL & MILITARY FACILITIES IS A GOVT POLICY. -30% DROP OF CDN \$ AGAINST EUROPEAN & JAPANESE COMPETITORS GIVES CANADA ADVANTAGE.

2. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: PETROLEUM BASED INDUSTRIES CONTINUE TO DOMINATE ECONOMIES OF UAE&OMAN -GOVT EMPHASIS ON SOPHISTICATED TECH. FOR EFFICIENCY (EG RESERVOIR RECOVERY, SCADA SYSTEMS, O & M UPGRADE) MATCHES CDN STRENGTHS.

3. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: -DEFENCE & SECURITY EXPENDITURES WILL CONTINUE TO CONSTITUTE 30-35% OF GOVT BUDGETS OR APPROXIMATELY \$2 BILLION PLUS PER YEAR. -RELATIVELY UNTAPPED BY CANADIAN COMPANIES.

4. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: -FOOD IMPORTS CONSTITUTE APPROXIMATELY 20% OF ALL UAE & OMANI IMPORTS -DEVELOPMENTS OF AGRICULTURAL SELF-SUFFICIENCY IS A TERRITORY PRIORITY FOR GOVERNMENT FUNDING.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 013 CONSUMER PRODUCTS
3. 015 CONSTRUCTION INDUSTRY
4. 005 COMM. & INFORM. EQP. & SERV
5. 007 POWER & ENERGY EQUIP. & SERV.
6. 010 MINE, METAL, MINERAL PROD & SRV