

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUWAIT

Market: KUWAIT

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- INTENSE COMPET FROM ENTRENCHED SUPP
- DIRECT SALES ARE NORM. FREQUENT

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

Activity: HITEC FOLLOW UP CONTINUES
Expected Results: INCREASED SALES BY ENCOURAGING GREATER FOLLOW-UP OF OPPORTUNITIES.

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

Activity: ATTEND HITEC 89 - SCHEDULED FOR MAY 89
Expected Results: MORE COMPANIES PURSUING PROSPECTS IN GULF

Activity: UPDATE DEFENCE/SECURITY REPORT
Expected Results: BETTER INSIGHT INTO MARKET.