

technology and price, it is at times hindered in seeking export sales, as a result of corporate affiliations and licensing arrangements.

Boiler room equipment (e.g. boiler feed pumps, feedwater equipment, baghouses, etc.) is also widely available from Canadian production on a competitive basis for both the domestic and export markets.

Peaking or standby, power-generating units are utilized for the most part in situations requiring fairly large blocks of power over short time intervals such as peak load periods, or for base-load applications in remote areas. Canadian industry has the capability to produce a wide variety of different sizes of gas turbine-driven generators. Diesel-driven, power-generation units of over 500 h.p. are also widely available from Canadian production. Canadian manufacturers of power-generation units have, for the most part, complete export autonomy and are internationally competitive. Canadian content for this equipment ranges from 50 to 70 per cent.

The wire and cable industry has a more or less balanced position in international trade while, at the same time, satisfying approximately 90 per cent of domestic demand. Raw materials, including copper, which accounts for a substantial proportion of cost, are readily available in Canada at competitive prices, therefore making Canadian-made products competitive in the world market. The problem encountered in trade for this particular sector is that most developed countries give a preference to domestic suppliers, while in some developing countries, they supply their own needs because of the relatively straightforward production technology employed. Canadian firms have supplied wire and cable to the Saudi Arabian market in the past few years and continue to do so, but in rather limited amounts. Exports for 1980 totalled \$15 million in this sector.

c) Recent Canadian Marketing Activity

Other than being invited to tender, and being successful in some bids, Canadian companies, both in the industrial electrical industry and wire and cable subsectors, have more or less kept out of this potential market. Due to the marketing strategy now employed by the Saudi Arabian buyers, only large companies will put up the required time and effort in preparing quotations. Small companies cannot afford the expenses incurred, and therefore do not reply to requests. Until the buyer's strategy changes, if ever, small manufacturing businesses will not pursue trade with Saudi Arabia. This was made evident in the