

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: RIYADH

Market: SAUDI ARABIA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

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

Activity: CONTACTS WITH ARAMCO AND OTHER OIL INDUSTRY CONTACTS
Expected Results: MONITOR LEVEL OF OIL SECTOR ACTIVITY. IDENTIFY UPCOMING PROJECTS

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

Activity: PREPARE GROUNDWORK FOR KSA MISSION TO NPS'90
Expected Results: IDENTIFY BEST KSA REPS TO SEND TO NPS'90

Activity: PROMOTE CDN EXPERTISE IN SUPERVISORY CONTROL & DATA ACQUIS.
Expected Results: SALES OF CDN SOFTWARE AND HARDWARE TO KSA

Activity: PROMOTE KSA & YEMENI ATTENDANCE AT INTERCAN '89
Expected Results: INCREASE BUSINESS CONNECTIONS IN THIS SECTOR

Activity: ENCOURAGE CDN PARTICIPANTS IN MIDDLE EAST OIL SHOW
Expected Results: NEW AGENCY AGREEMENTS