

RPTR2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: KUWATT

Country: UNITED ARAB EMIRATES

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

1. EDUCATION, MEDICAL, HEALTH PROD
LIKE OTHER GULF STATES EDUCATION/TRAINING AND HEALTH IS A HIGH PRIORITY. EDUCANSULT HAS LARGE CONTRACT WHICH WILL HAVE SPILL OVER EFFECT IN UAE AND REGION AS A WHOLE - CANADIAN REPUTATION WILL BE ENHANCED.
2. AGRI & FOOD PRODUCTS & SERVICE
UAE IS TOTALLY DEPENDENT ON IMPORTS FOR FOOD AND PLACE A HIGH PRIORITY ON AGRICULTURAL AND LIVESTOCK. INDIAN COMMUNITY IS LARGE AND POTENTIAL FOR PULSE SALES EXIST.
3. OIL & GAS EQUIPMENT, SERVICES
ECONOMY OF ABU DHABI BASED ON OIL AND GAS. MODIFYING EQUIPMENT AND FACILITIES IS A REQUIREMENT AS WELL AS MAINTAINING ON-GOING OPERATIONS
4. ADVANCED TECH. PROD. & SERV
REQUIREMENTS EXIST THROUGHOUT REGION AND CANADIAN DOLLAR VIS-A-VIS EUROPEAN AND JAPANESE CURRENCIES OFFERS CANADIAN SUPPLIERS ADDED ADVANTAGE. TECHNICAL SEMINARS TO BE PRESENTED IN JAN 89, ESPECIALLY FOR SPECTRUM MANAGEMENT.
5. DEFENCE PROGRAMS, PRODUCTS, SERV
SECURITY IS PRIMARY CONCERN OF MANY GULF STATES AND UAE IS NO EXCEPTION. RECENT SECURITY MISSION UNCOVERED MANY POTENTIAL OPPORTUNITIES.
6. GRAINS AND OILSEEDS
LOCAL INTEREST IN CANADIAN SUPPLY HAS BEEN TRIGGERED THROUGH ATTENDANCE AT CANADIAN WHEAT BOARD COURSES AT CIET. CANADA SOLD OVER \$700,000 VEGETABLE FEED IN 1987.

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

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| 1. MULTIPLE SECTORS | 4. GRAINS AND OILSEEDS |
| 2. TRANSPORT SYS. EQUIP. COMP. SERV. | |
| 3. ADVANCED TECH. PROD. & SERV | |