

Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

CANADIAN EXPORTERS SEEM UNAWARE OF POTENTIAL NOR COMPETITION AND DO NOT PRESENT COMPETITIVE QUOTES

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ONGOING PROMOTION OF CANADIAN CAPABILITIES

Results Expected: INCREASED AWARENESS OF CANADIAN CAPABILITIES

Activity: THOROUGH INVESTIGATION AND FOLLOW-UP OF IDENTIFIED OPPORTUNITIES

Results Expected: INCREASED EXPORTS

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

Activity: AS IDENTIFIED IN LAST PLAN (ABU DHABI) WORK CLOSELY WITH DRIEOTT TO COMPILE BASE OF CAPABLE EXPORTERS AND PRODUCTS

Results Expected: INCREASED AWARENESS OF CANADIAN CAPABILITIES TO RESPOND TO SOURCING INQUIRIES