

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: PROJECT JOINT VENTURE WITH MAJOR OXYGEN MANUFACTURER IN DHAHRAN

Approximate Value: \$ 25 M

Financing Source: O12 DOM

For further info. please contact:

L. J. FRECHETTE TEL: 4882288 CDN EMB. RIYADH404893

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

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
- the apparent limited sectoral capability in Canada compared to other competing export countries

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
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

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

Activity: BUILD ON RECENTLY CONCLUDED AGENCY AGREEMENTS TO INTRODUCE FURTHER CANADIAN EXPERTISE IN SAUDI.

Results Expected: 2 - 3 NEW AGENCY AGREEMENTS.

Activity: ARRANGE FOR CANADIAN COMPANIES TO BE INVITED TO PARTICIPATE IN GOVERNMENT AND PRIVATE HOSPITAL TENDERS FOR MEDICAL EQUIPMENT (KING FAISAL UNIV. JEDDAH).

Results Expected: 2 -3 AGENCY AGREEMENTS WITH SAUDI COMPANIES.