

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

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

## 1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: DEFENCE SPENDING WILL REMAIN A TOP PRIORITY WORTH APPROXIMATELY \$15 BILLION ANNUALLY.

## 2. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: NEWLY INSTALLED TELECOM INFRASTRUCTURE MUST BE MAINTAINED & EXPANDED INTO RURAL AREAS. INCREASED COMPUTERIZATION WILL UPGRADE SAUDI SKILLS AND DECREASE NEED FOR FOREIGN WORKERS.

## 3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: NEW SAFETY STANDARDS AND SLOWER TURNOVER OF VEHICLES CREATES MARKET FOR SPARE PARTS SALES AND JOINT VENTURE MANUFACTURING.

## 4. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: FOURTH DEVELOPMENT PLAN STRESSES HEALTH CARE SERVICES, TECHNICAL AND PROFESSIONAL TRAINING.

## 5. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: DESPITE EFFORTS TO INCREASE SELF-SUFFICIENCY IMPORTS OF AGRICULTURE & FOOD PRODUCTS WILL CONTINUE IN THE MULTI-BILLION DOLLAR RANGE.

## 6. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: WITH OIL AND GAS INFRASTRUCTURE NOW COMPLETE, EMPHASIS IS ON MORE EFFICIENT OPERATIONS AND MAINTENANCE.

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

1. 005 COMM. & INFORM. EQP. & SERV
2. 003 GRAINS AND OILSEEDS
3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
4. 007 POWER & ENERGY EQUIP. & SERV.
5. 009 FOREST PRODUCTS, EQUIP, SERVICES
6. 012 PETROCHEM & CHEM PROD, EQP, SERV