

Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

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
- 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: MAJOR REPORT ON TELECOM/COMPUTERS MARKET

Results Expected: INCREASED AWARENESS OF OPPORTUNITIES

Activity: ENCOURAGE CANADIAN COMPANIES TO ESTABLISH CONTACTS AND FOLLOW-UP BY REGISTERING FOR FUTURE PROJECTS

Results Expected: INCREASED PARTICIPATION IN TENDERS AND ABILITY TO BID.

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: INCREASED CONTACTS WITH MAJOR PLANNING GROUPS AND END USERS

Results Expected: INCREASED MARKET AWARENESS

Activity: INCREASED REPORTING ON SECTOR AND SUB SECTORS

Results Expected: FAMILIARIZE CANADIAN COMPANIES WITH OPPORTUNITIES AND INCREASE MARKETING ACTIVITY

Activity: FOLLOW-UP ON INDIVIDUAL COMPANY EFFORTS BY REINFORCING CANADIAN CAPABILITIES TO CLIENTS

Results Expected: INCREASED PROMOTION AND SALES