

the booming Saudi market. This inventory of instruments results from an assessment of identified needs and constraints and is designed to increase the penetration of Canadian goods and services in Saudi Arabia. A summarized action plan highlights our trade initiatives and follows the Executive Summary.

The trade fair concept is gaining much wider acceptance as a marketing tool in Saudi Arabia. As a result, extensive use of the Fairs and Missions Program will be undertaken. PEMD C assistance will be increased, thus supporting greater industry participation. In addition strong support will be offered for PEMD F proposals. PEMD F assists companies in sustaining ongoing market analysis and market development activities in the Kingdom. Federal and provincial trade missions, particularly those that have an industry specialization, will be encouraged.

Trade fairs and missions for 1982-83 have been planned in accordance with the expected allocation of funds for market development activities in Saudi Arabia. Other activities and also trade fairs and missions proposed in subsequent years, are suggested as a response to an identified need, and will be more closely evaluated in terms of budgetary considerations at a later date. Additions and/or deletions for these subsequent years may be made as a result of ongoing inter-departmental discussions and consultations with the provinces and the private sector.

While the primary agents of the facilitation of the export marketing plan will be the Middle East Division of the Office of Pacific, Asian, African and Middle Eastern Affairs, the Embassy, External Affairs and the Industry Sector Branches in the Department of Regional Industrial Expansion, the degree of success in meeting the objectives of the plan relies on the co-ordination and co-operation of all federal departments and provincial governments and active involvement by business and industry. Consultation, in the form of strategy with the provinces and with other federal government departments, has therefore taken place. Ongoing consultations by trade officials with businessmen have ensured that private sector views have been incorporated into the plan. Given this concentration of effort and dedication of purpose, there is every reason to expect that Canada's share of the Saudi market can be significantly expanded.