

## Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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: PROMOTE CDN GARAGE/SERVICE EQUIPMENT. MEET SENIOR MANAGERS TO INTEREST THEM IN CANADIAN PRODUCT AND INVITE THEM TO ATTEND THE AIA SHOW IN MONTREAL 1988.

Results Expected: ESTABLISH 3 NEW AGENCIES/DISTRIBUTOR-SHIPS

Activity: INTRODUCE CDN UTILITY TRUCKS TO MAJOR SAUDI DISTRIBUTORS. IDENTIFY MAJOR PROJECTS IN COMING F/Y AND ADVISE CDN COMPANIES OF PROJECTS

Results Expected: INCREASE THE ASSOCIATION OF CDN/SAUDI FIRMS FOR JOINT BIDS.