

THE ARAB REGION IS LARGE, DIVERSE AND, STILL ON THE ROAD TO DEVELOPMENT. THESE ARE CONDITIONS WHICH OFFER CONSIDERABLE OPPORTUNITY FOR CANADIAN COMPANIES.

THE FOCUS OF MY DEPARTMENT'S EFFORTS IN THE ARAB WORLD HAS BEEN ON THE DEVELOPING COUNTRIES OF NORTHERN AFRICA AND THE CASH MARKETS OF THE GULF, WHERE THE MOST IMMEDIATE RETURN ON EFFORT IS POSSIBLE. THE POTENTIAL FOR CANADIAN SALES TO THE REGION HAS INCREASED IN RECENT YEARS AS THESE COUNTRIES SEEK TO SUBSTITUTE CHEAPER NORTH AMERICAN GOODS FOR HIGHER PRICED EUROPEAN AND JAPANESE PRODUCTS. CANADA IS RAPIDLY GAINING AN EXCELLENT REPUTATION IN THE AREA AS A SUPPLIER OF STATE OF THE ART TECHNOLOGY, AND HIGH QUALITY PRODUCTS AND SERVICES.

OVER THE PAST FEW YEARS MY DEPARTMENT HAS ORGANIZED OVER ONE HUNDRED TRADE EVENTS OF ONE TYPE OR ANOTHER IN THIS REGION - INCOMING GROUPS OF BUYERS; OUTGOING TRADE MISSIONS; TRADE FAIRS; SEMINARS. WE STAFF THE REGION WITH 17 CANADIAN TRADE COMMISSIONERS AND SPEND OVER A MILLION DOLLARS A YEAR ON EXPORT PROMOTION ACTIVITIES.

AS YOU KNOW EDC FACILITATES AND DEVELOPS CANADA'S EXPORT TRADE BY PROVIDING COMPETITIVE INSURANCE GUARANTEES, LOANS AND RELATED FINANCIAL SERVICES WHICH BEST SERVE CANADIAN EXPORTERS.

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