

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: ELECTRICO CORP. TAIF

Approximate Value: \$ 10 M

Financing Source: 012 DOM

For further info. please contact:

A. GRIFFITH, CDN EMBASSY TLX: 204893 DOMCAN SJ

iv) Project Name: MODA, AL KHARJ

Approximate Value: \$ 10 M

Financing Source: 012 DOM

For further info. please contact:

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The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- strong sectoral capability in Canada

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.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: REINFORCE THE CDN REPUTATION AS A LEADER IN THE INDUSTRY THROUGH CONTACT AND INTERACTION WITH SCECO AND ELECTRICO.

Results Expected: TO INCREASE THE NUMBER OF CDN FIRMS TO BID ON PROJECTS.