

## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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:

- participation in trade fairs
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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

Activity: REINFORCE CANADIAN LEADER POSITION AS EXPORTER OF ASBESTOS FIBRE AND ENCOURAGE OMANI PRODUCERS OF FINISHED PRODUCTS TO CONTACT ASBESTOS INSTITUTE.

Results Expected: INCREASE IMPORTS OF CANADIAN ASBESTOS FIBRE IN OMAN.

Activity: TO PROMOTE SUBSTITUTABILITY OF WHITE FIBRE TO CURRENTLY USED MORE HEALTH-HAZARDOUS BLUE FIBRE IMPORTED FROM SOUTH AFRICA.

Results Expected: MAINTAIN MARKET AND INCREASE IMPORTS OF CANADIAN ASBESTOS FIBRE.

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: FOLLOW UP TRIAL OF NEW CANADIAN ASBESTOS FIBRE AT GULF ETERNIT IN DUBAI AND BASED ON RESULTS, ENCOURAGE UTILIZATION.

Results Expected: INCREASE IMPORTS OF NEWLY-DEVELOPED CANADIAN ASBESTOS FIBRE.

Activity: ASSIST CANADIAN EXPORTERS AND INSTITUTES TO CONVINCING UAE & OMANI PIPE PRODUCERS THAT CANADIAN FIBRE IS SAFER AND LESS LIKELY TO BE BANNED BY PUBLIC OPINION AND ANY NEW LAWS.

Results Expected: INCREASE IMPORTS OF NEWLY-DEVELOPED CANADIAN ASBESTOS FIBRE.