

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

- the degree of import duty protection of local industry tends to be low

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

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:
PERHAPS LACK OF AWARENESS OF OPPORTUNITIES IN SAUDI ARABIA

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:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market

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

Activity: CONTINUE TO IDENTIFY AND INTRODUCE CANADIAN EQUIPMENT SUPPLIERS OF DISPOSABLES TO SAUDI BUYERS.

Results Expected: ESTABLISH 2-3 NEW AGENCY AGREEMENTS OVER THE F/Y

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: ENCOURAGE SAUDI SUPPLIERS TO ATTEND CANADIAN MEDICAL EQUIPMENT TRADE SHOWS.

Results Expected: INCREASE THE NUMBER OF AGENCY AGREEMENTS BY TWO.

Activity: EXAMINE CANADIAN SUPPLY CAPABILITIES IN THIS AREA AND PROVIDE SHORT REPORT.

Results Expected: DETERMINE HOW BEST TO FIT CANADIAN CAPABILITIES TO SAUDI REQUIREMENTS.