



GEOGRAPHIC SYNOPSIS OF  
EXPORT PROMOTION PROGRAM PLANS  
OF CANADIAN MISSIONS ABROAD  
FY 1987/88

FOREWORD

This report contains a summary of the highlights of the proposed work plans of the export and investment promotion program of Canadian diplomatic missions worldwide for fiscal year 1987-1988 commencing April 1, 1987.

The format of this synopsis is designed to provide Canadians involved in the process of export and investment promotion the means to identify quickly the key components of the trade program of External Affairs missions and access conveniently those features of the plans which are pertinent to their specific interests.

This synopsis is organized geographically and is available for each of seven geographic regions:

Latin America and Caribbean  
United States  
Asia and Pacific  
Western Europe  
Eastern Europe  
Africa  
Middle East

The synopsis provides a trade and economic overview of each country in the region in which market prospects exist for Canadian exporters, a listing of sectorial priorities for each market, profiles of important or interesting sectors and promotional project proposals which post trade officials recommend in support of their program activities.

The emphasis in the synopsis has been placed on providing factual information in as brief a format as possible with minimal narrative.

The computerized planning system from which this report was produced was developed by the Department of External Affairs to facilitate the assembly of vast amounts of detailed information on world markets from some 100 missions abroad. It is programmed to make this information available to the private sector, the Provinces and other departments of government in a format which would enable specific data on sectors or geographic regions to be accessed conveniently.

In their Conference on the Economy held in Regina in 1985, First Ministers noted the major contribution made by the export sector to Canada's national income yet expressed concern at the decline of Canada's share of world exports. To meet this challenge, First Ministers endorsed the need to generate widespread support for a new trade strategy for Canada which would embody three principal elements:

43.246-129

- a) to increase Canadian competitiveness;
- b) to maintain and increase access to foreign markets; and
- c) to achieve more effective international marketing.

It was recognized that these objectives can be met but only if a full and effective partnership of the federal and provincial governments, the private sector and labour can be achieved to ensure a more focussed and consistent approach to international marketing. Appropriate means of assembling and organizing information to suit specific needs is a foundation of the process of consultation from which consensus would be reached. To this end the current computerized planning system was conceived.

In addition to the geographic perspective of this report, information from the data bank is available in a variety of configurations, the most important of which are synopses of 17 sectors and a variety of market reports. Information from these reports can be obtained on request from the geographic or functional bureaux of the Department of External Affairs.

The purpose of this synopsis is to provide those engaged in the process of promoting exports from Canada the means to obtain condensed market data and information on export opportunities. It does not attempt to cover all aspects of foreign markets and by design avoids minutiae and detail. It is intended to highlight what, in the opinion of Canadian Trade Commissioners abroad, is important in their respective territories and what tactics they envisage would be most appropriate to exploit the market. Where markets or sectors in these synopses stimulate interest on the part of exporters, they are invited to seek out more detailed information and further background direct from the post, the geographic and functional bureaux of the Department of External Affairs or the Regional Offices of DRIE throughout Canada.

A last word on statistics. The statistical information contained in this synopsis is to be considered as an attempt on the part of Trade Commissioners abroad to estimate the order or magnitude of market size, market shares, and possible export potential. Users of this synopsis are cautioned that these figures are in many cases best guesses based on discussions with trade sources. In many markets, reliable published statistics are simply not available. However, in an attempt to provide exporters with notional ideas of market size, Trade Commissioners have been asked to do their best to give their considered impressions wherever possible. Therefore it is not intended that the statistical information should be used for purposes other than general guidance.

ADDENDUM

Changes in Canadian Representation Abroad

As part of the Government's program of public service restraint to reduce costs, a decision was made to close seven missions abroad since the data contained in this report was compiled.

The affected missions are:

Quito, Ecuador  
Helsinki, Finland  
Abu Dhabi, United Arab Emirates  
Hamburg, FRG  
Marseille, France  
Perth, Australia  
Philadelphia, U.S.A.

The market plans for these missions (with the exception of Marseille which has not been required to prepare a plan) have been left intact for purposes of this report pending the redistribution of trade and investment responsibilities to neighbouring missions which is currently underway.

## Export and Investment Promotion Planning System

REPT:SYN-GED 87/88 List of missions/market covered in the following report

## MISSIONS

ABU DHABI  
AMMANCAIRO  
TEL AVIV  
BAGHDAD  
RIYADH  
KUWAIT

## MARKETS

UNITED ARAB EMIRATES  
JORDAN  
SYRIA  
ARAB REPUBLIC OF EGYPT  
ISRAEL  
IRAQ  
SAUDI ARABIA  
KUWAIT

## Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 339 ABU DHABI

Country: 328 UNITED ARAB EMIRATES

WHILE THE PETRO. BASED UAE & OMAN MKTS FACE GOVT. EXPENDITURE CUTBACKS SIMILAR TO OTHER GCC STATES, THEY OFFER TWO DISTINCT ADVANTAGES TO CDN EXPTRS. HAVING ENJOYED OIL REVENUES LATER THAN OTHER REG'L ECONOMIES, OMAN & UAE HAVE BASIC INFRASTRUCTURE FACILITIES IN PLACE BUT THEIR GOVTS MULTI-BILLION DOLLAR DOWNSTREAM DVLPMT PROGRAMS ARE FAR FM COMPLETE. OMANI & UAE '87 BUDGET PRIORITIES WILL BE DEFENCE & SECURITY, EDUCATION, AGRICULT. & O & M SERVICES. THIS TRANSLATES INTO RANGE OF VERY PROMISING GOVT & PRIVATE MKT PROSPECTS PARTICULARLY WELL MATCHED BUT UNTAPPED BY CDN EXPERTISE ALONG THE FOLLOWING LINES (A) OIL & GAS IND. WILL RE-FOCUS EXPEND. FOR ENHANCED RECOVERY AND O & M CAPABILITIES; (B) THE NEW DRIVE FOR EFFICIENCY THROUGHOUT GOVT FACILITIES HAS STIMULATED INTEREST IN LABOUR-SAVING TECH. SUCH AS SCADA & OTHER COMPUTER SYSTEMS; (C) SIMILAR EFFICIENCIES ARE THE INTENTION OF A NEW GCC ELECTRICITY GRID PROJ & UAE & OMANI EXPANSION OF ELECT. DISTRIBUTION SYSTS; (D) TELECOM. EXPANSION PROGRAMS BENEFIT FM SELF-FINANCING UAE & OMANI TELECOM MINISTRIES; (E) EDUCATION WILL REMAIN A LONG TERM FUNDING PRIORITY; (F) LEVELING OFF OF INCOMES HAS LED LOCAL CITIZENS TO STAY & SPEND MORE AT HOME ON GROWING MKTS FOR FOOD, NEWSPRINT, COMPUTERS, AUTOMOBILE SPARE PARTS, HEALTH CARE AND CONSUMER PRODS. THE 2ND ADVANTAGE OF DEALING WITH THE UAE BUSINESS COMMUNITY IS THAT BEYOND IMPORTING SOME \$9B FOR DOMESTIC CONSUMPTION, LOCAL MERCHANTS PURCHASED A FURTHER \$2.5B FOR RE-EXPORT TO OTHER REG'L ECONOMIES, PRINCIPALLY SAUDI ARABIA, IRAN, INDIA & PAKISTAN. THE TID PROGRAM WILL INCREASING CAPITALIZE ON THIS ROLE OF UAE TRADERS AS A BACKDOOR TO OTHER GCC TARIFF MKTS WHICH IS LIKELY TO INCREASE WITH THE RECENT DROP OF MINIMUM UAE IMPORT DUTIES FM 4% TO 2%. UAE GOVT PURCHASING & INVESTMENT IN DVLPMT DROPPED ONLY 14% IN '86 TO \$5.4B WHILE IMPORTS DROPPED ONLY 8% IN '85. PETROLEUM EXPORT EARNINGS AND SUSTANTIVE FOREIGN INVESTMENT EARNINGS GENERATED A CDN \$11.8B TRADE SURPLUS IN 1985 AND AN OVERALL BALANCE OF PAYMENTS SURPLUS OF CDN \$1B. WHILE UAE COMMERCIAL BANKS ARE MORE SELECTIVE IN GRANTING CREDIT, CURRENT SURPLUS LIQUIDITY AND GOVT. RELIABILITY IN PAYING CONTRACTS WITH LITTLE DELAY, HAS ENCOURAGED BANKS TO DROP PRIME LENDING RATES IN SEARCH OF IMPORT AND RE-EXPORT BUSINESS. OMAN'S INCREASE IN 1986 OIL EXPORTS, WILL FINANCE THE 1987-92 5 YEAR PLAN EXPENDITURES OF \$34B AND STIMULATE A RISE IN 1986 IMPORTS OF SOME \$3.9B. IN CONCLUSION THE UAE AND OMANI ECONOMIC ENVIRONMENTS ARE MOST POSITIVE TOWARDS CDN COMPANIES WHICH ARE POINTEDLY WELCOMED AS AN ALTERNATIVE SOURCE OF NORTH AMERICAN KNOW HOW CARRYING NO POLITICAL OR COLONIAL BAGGAGE: TECHNOLOGY WITHOUT IDEOLOGY.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

## 1. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: -UAE & OMANI TELECOM MINISTRIES ARE SELF-FINANCING. -EXPANSION OF CIVIL & MILITARY FACILITIES IS A GOVT POLICY. -30% DROP OF CDN \$ AGAINST EUROPEAN & JAPANESE COMPETITORS GIVES CANADA ADVANTAGE.

## 2. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: PETROLEUM BASED INDUSTRIES CONTINUE TO DOMINATE ECONOMIES OF UAE&OMAN -GOVT EMPHASIS ON SOPHISTICATED TECH. FOR EFFICIENCY (EG RESERVOIR RECOVERY, SCADA SYSTEMS, O & M UPGRADE) MATCHES CDN STRENGTHS.

## 3. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: -DEFENCE & SECURITY EXPENDITURES WILL CONTINUE TO CONSTITUTE 30-35% OF GOVT BUDGETS OR APPROXIMATELY \$2 BILLION PLUS PER YEAR. -RELATIVELY UNTAPPED BY CANADIAN COMPANIES.

## 4. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: -FOOD IMPORTS CONSTITUTE APPROXIMATELY 20% OF ALL UAE & OMANI IMPORTS -DEVELOPMENTS OF AGRICULTURAL SELF-SUFFICIENCY IS A TERRITORY PRIORITY FOR GOVERNMENT FUNDING.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 013 CONSUMER PRODUCTS
3. 015 CONSTRUCTION INDUSTRY
4. 005 COMM. & INFORM. EQP. & SERV
5. 007 POWER & ENERGY EQUIP. & SERV.
6. 010 MINE, METAL, MINERAL PROD & SRV

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1320.00M	\$ 1320.00M	\$ 1363.00M	\$ 1356.00M
Canadian Exports \$	0.80M	\$ 0.50M	\$ 0.31M	\$ 0.53M
Canadian Share of Import Market	0.06%	0.04%	0.03%	0.04%

## Major Competing Countries

## Market Share

i) 206 INDIA	011 %
ii) 051 UNITED KINGDOM	011 %
iii) 011 AUSTRALIA	009 %
iv) 354 NETHERLANDS	009 %
v) 219 IRAN	009 %
vi) 577 UNITED STATES OF AMERICA	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) SEMI-PROCESSED FOOD & BEVERAGES	\$ 179.00 M
ii) FERTILIZER, VET PRODUCTS & FERA	\$ 90.00 M
iii) SEEDS & SPECIAL CROPS	\$ 160.00 M
iv) SERVICES/CONSULTANCY	\$ 50.00 M
v) AGRICULTURAL MACHINERY	\$ 65.00 M
vi) ANIMAL & POULTRY BREEDING	\$ 70.00 M
vii) FOOD PROCESSING EQUIPMENT	\$ 95.00 M

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



## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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
- non competitive pricing
- difficulties in obtaining credit facilities in Canada
- 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 missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

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.

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

- product/service information from Canadian companies

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

Activity: FOLLOW UP WITH PARTICIPANTS FROM UAE AND OMAN IN FOOD PACIFIC, VANCOUVER AND INTRODUCE CANADIAN FOOD COMPANIES.

Results Expected: BOOST EXPORTS FROM CANADA. REGULAR ACCESS TO THE MARKET. APPOINT NEW AGENTS IN UAE & OMAN.

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: UNDERTAKE A MINI-MARKET SURVEY TO BETTER IDENTIFY POTENTIAL FOOD IMPORTERS IN SUB-SECTORS LISTED IN 7.5

Results Expected: BOOST IMPORTS FROM CANADA. REGULAR ACCESS TO THE MARKET.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 022 PROCESSED FISH &amp; SHELLFISH

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	40.00M	\$ 35.00M	\$ 30.00M	\$ 29.00M
Canadian Exports \$	0.30M	\$ 0.12M	\$ 0.09M	\$ 0.07M
Canadian Share of Import Market	0.75%	0.35%	0.30%	0.25%

## Major Competing Countries

## Market Share

i) 265 JAPAN	024 %
ii) 051 UNITED KINGDOM	022 %
iii) 206 INDIA	018 %
iv) 093 DENMARK	012 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$  
\$ 20.00 M

i) PROCESSING FISH

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
- non competitive pricing
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## 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:

- support provided by the PEMD program
- use of Canadian Government 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.

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

- product/service information from Canadian companies

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

Activity: UNDERTAKE DISTRIBUTION OF CANADIAN FISH DIRECTORY IN UAE AND OMAN

Results Expected: INCREASED EXPORTS.

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: INTRODUCE INTERNATIONAL CENTRE FOR OCEAN DEVELOPMENT (ICOD) TO OMANI FISHING INDUSTRY.

Results Expected: DETERMINE PROSPECTS FOR ICOD TRAINING OF OMANIS AS ENTRY FOR CANADIAN EQUIPMENT.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 003 GRAINS AND OILSEEDS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	172.00M	\$ 149.00M	\$ 112.00M	\$ 134.00M
Canadian Exports \$	0.60M	\$ 0.42M	\$ 0.39M	\$ 0.38M
Canadian Share of Import Market	0.34%	0.28%	0.24%	0.28%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	040 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 051 UNITED KINGDOM	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

- i) CEREAL GRAINS
- ii) OIL SEEDS

In Canadian \$	
\$	70.00 M
\$	50.00 M

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

- exports of certain products or services to this country are subject to Canadian export controls
- 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
- non competitive pricing
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## 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:

- support provided by the PEMD program
- participation in trade missions
- use of provincial governments export promotion activities
- competitive export pricing for this market
- 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.

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

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

Activity: CONTINUE TO PROMOTE CEREAL AND FLOUR THROUGH POTENTIAL FOOD IMPORTERS.

Results Expected: INCREASED EXPORTS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	5.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 051 UNITED KINGDOM	030 %
ii) 616 OTHER COUNTRIES	025 %
iii) 112 FRANCE	025 %
iv) 577 UNITED STATES OF AMERICA	020 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are  
good market prospectsCurrent Total Imports  
In Canadian \$

i) SIMULATORS (FLIGHT AND TASS)	\$ 0.00 M
ii) ATL TOWERS/TACANS	\$ 0.00 M
iii) AVIONICS	\$ 0.00 M
iv) AIRCRAFT OVERHAUL	\$ 0.00 M
v) SAR & OTHER AIRBORNE SURVEILLANCE TECHNOLOGY	\$ 0.00 M
vi) TACTIAL FIELD COMMUNICATIONS	\$ 0.00 M
vii) INTEGRATED SURVEY SYSTEMS	\$ 0.00 M
viii) BOMB DETECTION AND DISPOSAL EQUIPMENT	\$ 0.00 M
ix) AMMUNITIONS	\$ 0.00 M
x) MAPPING & MARITIME SURVEILLANCE AIRCRAFT	\$ 0.00 M

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

- exports of certain products or services to this country are subject  
to Canadian export controls

## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

UK MILITARY ADVISORS IN UAE DEFENCE ESTABLISHMENT UNTIL RECENTLY AND STILL IN OMAN, HAVE DOMINATED SELECTION OF DEFENCE PRODUCTS, STEERED THEM TO UK COMPANIES AND DISCOURAGED CANADA.

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:

- No factors reported by mission

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: CAMPAIGN OF INTERVIEWS AS MANY UAE MARKET CONTACTS IN MILITARY ESTABLISHMENT & ACROSS THE BOARD AMONG PRIVATE SECTOR CONSULTANTS REMAIN TO BE IDENTIFIED AND THEIR SPECIFIC DEPARTMENTAL CAPABILITIES AND NEEDS IDENTIFIED.

Results Expected: SHOULD PRODUCE A COMPREHENSIVE MARKET SURVEY AS IS POSSIBLE IN SECRETIVE SECTOR AND PLUG-IN MOST PROMISING CANADIAN COMPANIES.

Activity: CONTINUE TO SUPPORT COMPANIES SUCH AS CANADIAN MARCONI, DE HAVILLAND, BRISTOL AEROSPACE & CANADAIR ALREADY MARKETING TO UAE AND OMAN DEFENCE MINISTRIES.

Results Expected: ENCOURAGE UAE & OMANI MINISTRIES TO BUDGET FOR 1987 PURCHASES OF CANADIAN EQUIPMENT.

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 HITECH 87 AND PROPOSED EARLY 1987 DEFENCE AND SECURITY PRODUCTS MISSION TO MIDDLE EAST TO PROMOTE LOCAL PRIVATE CONSULTANTS TO VISIT CANADIAN COMPANIES IN SUMMER 87.

Results Expected: CONSULTANCY AGREEMENTS TO PROMOTE CANADIAN PRODUCTS IN UAE (AND PERHAPS OMAN) TO BE SIGNED.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 385.00M	\$ 387.00M	\$ 280.00M
Canadian Exports \$	0.00M NA	\$ 0.40M	\$ 0.40M	\$ 0.30M
Canadian Share of Import Market	0.00% NA	0.10%	0.10%	0.09%

## Major Competing Countries

## Market Share

i) 265 JAPAN	045 %
ii) 128 GERMANY WEST	015 %
iii) 268 KOREA	014 %
iv) 189 HONG KONG	008 %
v) 051 UNITED KINGDOM	007 %
vi) 616 OTHER COUNTRIES	000 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports  
In Canadian \$

i) EPABX	\$ 0.00 M
ii) REMOTE SENSING TECHNOLOGY	\$ 0.00 M
iii) FIBRE OPTIC CABLE	\$ 0.00 M
iv) ONE SATELLITE AND GROUND STATION	\$ 0.00 M
v) REMOTE SUBSCRIBER RADIO TELEPHONES	\$ 0.00 M

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

i) Project Name: EXPANSION OF TELECOMMUNICATIONS NETWORK  
TO OMANI REMOTE AREAS

Approximate Value: \$ 100 M

Financing Source: 001 IBRD

For further info. please contact:

L-J FRECHETTE TLX 22446 CANADA EM



## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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

ii) Project Name: IMPLEMENTATION OF TELETXT AND GCC  
TELECONFERENCING SYSTEM

Approximate Value: \$ 50 M

Financing Source: 012 DOM

For further info. please contact:

L-J FRECHETTE TLX 22446 CANADA EM

iii) Project Name: CONSULTANCY FOR SETTING UP OF TRAINING  
CENTRE

Approximate Value: \$ 10 M

Financing Source: 012 DOM

For further info. please contact:

L-J FRECHETTE TLX 22446 CANADA EM

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

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
- competitive export pricing for this market
- 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: FREQUENT VISITS TO PRESIDENT OF GENERAL TELECOMMUNICATIONS ORGANIZATION, OMAN & PRESIDENT OF ETISALAT, UAE & SENIOR OFFICIALS OF BOTH TO REINFORCE CANADIAN REPUTATION IN SUBSECTOR.

Results Expected: FAVOURABLE APPROACH AND UNDERSTANDING OF CANADIAN CAPABILITIES.

## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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

Activity: INTEREST CANADIAN COMPANIES IN SUB-SECTOR TRADE OPPORTUNITIES SO THAT THEY FINALLY COME TO EXPLORE FURTHER AREA AND GET REGISTERED ON BIDDING LISTS.

Results Expected: VISITS OF CANADIAN COMPANIES IN SECTOR.

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: INTRODUCTION OF CANADIAN FIRMS EXPERTS TO CTO OMAN IN CONTEXT OF CURRENT PROJECT FOR EXPANDING TELECOMMUNICATIONS SYSTEMS TO REMOTE AREAS IN ORDER TO HAVE THEM REGISTERED ON BIDDING LISTS.

Results Expected: TO OBTAIN ASSURANCES THAT CANADIAN FIRMS WILL BE INVITED TO SUBMIT TENDERS.

Activity: TO INTRODUCE CANADIAN FIRMS TO ETISALAT WITH A VIEW TO POSITIONING THEM FOR FUTURE PROJECTS IN FIELD OF TRAINING, IMPLEMENTATION OF TELETEXT, TELECONFERENCING CENTRE ETC.

Results Expected: INTEREST ETISALAT IN CANADIAN FIRMS AS POTENTIAL SUPPLIERS COMPETITIVE WITH CURRENT SUPPLIERS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 006 ELECTRONICS EQUIP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	125.00M	\$ 120.00M	\$ 120.00M	\$ 0.00M NA
Canadian Exports \$	1.30M	\$ 0.60M	\$ 0.50M	\$ 0.00M NA
Canadian Share of Import Market	1.04%	0.50%	0.42%	0.00% NA

## Major Competing Countries

## Market Share

i) 265 JAPAN	023 %
ii) 577 UNITED STATES OF AMERICA	018 %
iii) 051 UNITED KINGDOM	012 %
iv) 128 GERMANY WEST	010 %
v) 616 OTHER COUNTRIES	000 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

i) ELECTRICITY MEASURING EQUIPMENT	In Canadian \$
ii) TESTING AND CONTROL EQUIPMENT	\$ 30.00 M
iii) ELECTRONICS COMPONENTS	\$ 40.00 M
	\$ 25.00 M

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

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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

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:

- No factors reported by mission

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 CANADIAN REPUTATION AND INCREASE AWARENESS OF CANADIAN PRODUCTS IN SECTOR.

Results Expected: TO OBTAIN INCLUSION OF CANADIAN COMPANIES ON BIDDING LISTS.

Activity: INTRODUCE MAJOR CANADIAN SUPPLIERS OF ELECTRONICS MATERIAL TO POTENTIAL LOCAL AGENTS/DISTRIBUTORS IN AREA.

Results Expected: FOR CANADIAN COMPANIES TO PREGUALIFY FOR FUTURE BIDS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	400.00M	\$ 400.00M	\$ 450.00M	\$ 475.00M
Canadian Exports \$	10.00M	\$ 0.20M	\$ 0.10M	\$ 0.10M
Canadian Share of Import Market	2.50%	0.05%	0.02%	0.02%

## Major Competing Countries

## Market Share

i) 265 JAPAN	040 %
ii) 051 UNITED KINGDOM	025 %
iii) 112 FRANCE	020 %
iv) 128 GERMANY WEST	015 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) CONSULTING SERVICES MAINTENANCE	\$ 0.00 M
ii) LOCAL DISPATCH CENTRE	\$ 0.00 M
iii) DISTRIBUTION LINES	\$ 0.20 M
iv) FIBRE OPTIC CABLE	\$ 0.00 M
v) SUB-STATION EQUIPMENT	\$ 0.00 M
vi) SCADA SYSTEM	\$ 0.00 M

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

i) Project Name: MAINTENANCE OF 14 GAS TURBINES INSTALLED  
IN EMIRATES

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

L-J FRECHETTE TLX 22446 CANADA EM

## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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

ii) Project Name: TRAINING SCHOOL IN OMAN FOR LOCAL ENGINEERS

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

L-J FRECHETTE TLX 22446 CANADA EM

iii) Project Name: MAINTENANCE OF MAJOR POWER STATION IN ABU DHABI

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

L-J FRECHETTE TLX 22446 CANADA EM

iv) Project Name: LOCAL DISPATCH CENTRE ABU DHABI EMIRATES

Approximate Value: \$ 10 M

Financing Source: 012 DOM

For further info. please contact:

L-J FRECHETTE TLX 22446 CANADA EM

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

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:

- No factors reported by mission

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.

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

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments

## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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

Activity: REINFORCE CANADIAN REPUTATION IN THIS SECTOR.  
INFLUENCING MAJOR PLAYERS.

Results Expected: TO OBTAIN INCLUSION OF CANADIAN COMPANIES ON  
BIDDING LIST.

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: INTRODUCTION OF CANADIAN CONSULTANTS TO EXPERTS AND DECISION-MAKERS IN DEPARTMENT OF WATER & ELECTRICITY (ABU DHABI) & MINISTRY OF WATER AND ELECTRICITY (UEA/OMAN).

Results Expected: HAVE COMPANIES INVITED FOR FUTURE BIDS AND TENDERS.

Activity: INTRODUCE MAJOR CANADIAN SUPPLIERS OF ELECTRICAL MATERIAL TO POTENTIAL AGENTS/DISTRIBUTORS IN AREA.

Results Expected: CANADIAN COMPANIES TO PREQUALIFY FOR FUTURE BIDS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 45.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	1.50M	\$ 0.70M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	2.50%	1.50%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	028 %
ii) 128 GERMANY WEST	022 %
iii) 577 UNITED STATES OF AMERICA	014 %
iv) 112 FRANCE	009 %
v) 237 ITALY	008 %
vi) 051 UNITED KINGDOM	007 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) AUTOMOTIVE PARTS	\$ 40.00 M
ii) GARAGE REPAIR EQUIPMENT	\$ 0.00 M
iii) SPECIALITY VEHICLES	\$ 0.00 M

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
- non competitive pricing
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters



## 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:

- 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.

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

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

Activity: FOLLOW UP WITH IMPORTERS OF VEHICLE PARTS SO THAT MORE LICIS OPENED IN FAVOUR OF CANADIAN SUPPLIERS.

Results Expected: INCREASE EXPORTS.

Activity: CONTINUE TO IDENTIFY REQUIREMENTS OF SPECIALITY VEHICLES: FIRE TRUCKS, AMBULANCES, JEEPS.

Results Expected: INCREASE EXPORTS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 180.00M	\$ 178.00M	\$ 196.00M
Canadian Exports \$	0.00M NA	\$ 0.18M	\$ 0.18M	\$ 0.20M
Canadian Share of Import Market	0.00% NA	0.10%	0.10%	0.10%

## Major Competing Countries

## Market Share

i) 265 JAPAN	025 %
ii) 577 UNITED STATES OF AMERICA	020 %
iii) 507 SWEDEN	015 %
iv) 051 UNITED KINGDOM	010 %
v) 504 FINLAND	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

i) NEWSPRINT	In Canadian \$
ii) PAPER PRODUCTS	\$ 0.00 M
	\$ 0.00 M

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

## 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:

- No factors reported by mission

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 CANADIAN REPUTATION/COMPETITIVITY IN PAPER PRODUCT SECTOR IN OPINION OF MAJOR IMPORTERS OF PAPER AND FOREST PRODUCTS

Results Expected: INFLUENCE IMPORTERS' SOURCING POLICY.

Activity: ATTRACT CANADIAN BUSINESSMEN IN AREA IN IDENTIFYING TRADE OPPORTUNITIES.

Results Expected: TAKE ADVANTAGE OF PRESENCE OF CANADIAN MANUFACTURERS TO INFLUENCE IN RECEIVING THEIR SOURCING POLICY.

Activity: DETERMINE IF NEWSPRINT IMPORTERS MIGHT PLACE A JOINT BULK ORDER FOR WHICH CANADA MIGHT BE ABLE TO BREAK FINNISH MONOPOLY.

Results Expected: FIRST MAJOR SALE OF CANADIAN PRODUCT.

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: N/A SINCE FOREST/PULP PRODUCTS ARE OBJECT OF ONGOING SOURCING ACTIVITY BY IMPORTERS.

Results Expected: INCREASE EXPORTS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 102 MINERALS AND MINERAL PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 80.00M	\$ 77.00M	\$ 56.00M
Canadian Exports \$	0.00M NA	\$ 5.20M	\$ 4.60M	\$ 3.80M
Canadian Share of Import Market	0.00% NA	6.50%	6.00%	5.50%

## Major Competing Countries

## Market Share

i) 288 SOUTH AFRICA	030 %
ii) 047 BRAZIL	015 %
iii) 159 GREECE	012 %
iv) 075 CANADA	010 %
v) 577 UNITED STATES OF AMERICA	006 %
vi) 616 OTHER COUNTRIES	028 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

i) ASBESTOS FIBRE

In Canadian \$  
\$ 0.00 M

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:

- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

PUBLIC OPINION ON HEALTH SECURITY ASPECTS OF ASBESTOS FIBRE UTILIZATION DOES NOT RECOGNIZE THAT SOUTH AFRICAN FIBRE IS MORE DANGEROUS.

## 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.

## Export and Investment Promotion Planning System

• 87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 116 MACHINERY AND EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	190.00M	\$ 200.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	5.00M	\$ 4.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	2.60%	2.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 051 UNITED KINGDOM	020 %
iii) 265 JAPAN	015 %
iv) 128 GERMANY WEST	008 %
v) 268 KOREA	007 %
vi) 112 FRANCE	006 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) OIL & GAS SERVICES	\$ 50.00 M
ii) DRILLING, TOOL BITS	\$ 40.00 M
iii) SCADA SYSTEMS	\$ 0.00 M
iv) DRILLING & RECOVERY CHEMICALS	\$ 0.00 M
v) PROCESS CONTROL IMPLEMENTATION	\$ 0.00 M
vi) CORROSION PROTECTION SERVICES & MATERIALS	\$ 0.00 M

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

## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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
- non competitive pricing
- difficulties in obtaining credit facilities in Canada

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
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply

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.

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

- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: FOLLOW-UP AND INTRODUCE MISSIN MEMBERS FROM ALBERTA TO SEVERAL ACTIVE AGENTS IN OIL SECTOR.

Results Expected: INCREASE CANADIAN EXPORTS.

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: CONDUCT A MINI-MARKET SURVEY TO IDENTIFY AREAS OF INTEREST AND POTENTIAL IMPORTS.

Results Expected: INCREASE EXPORTS POSSIBLE BY PARTICIPATION IN UPCOMING PROJECTS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 012 PETROCHEM &amp; CHEM PROD, EGP, SERV

Subsector: 123 PLASTICS PRODUCTS, EQUIP, SERVIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	90.00M	\$ 86.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	1.50M	\$ 1.00M	\$ 700.00M	\$ 0.00M NA
Canadian Share of Import Market	1.60%	1.16%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	030 %
ii) 577 UNITED STATES OF AMERICA	020 %
iii) 051 UNITED KINGDOM	015 %
iv) 354 NETHERLANDS	010 %
v) 268 KOREA	006 %
vi) 026 AUSTRIA	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$  
\$ 96.00 M

i) POLYETHYLENE RESIN

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:

- a lack of interest in the market on the part of Canadian exporters
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters



## 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:

- competitive export pricing for this market

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.

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

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: REQUEST DRIE/OTT TO IDENTIFY CURRENT EXPORTERS OF RESIN TO UAE IN ORDER WE GET PRODUCT AND PRICE INFORMATION.

Results Expected: CONFIRM POTENTIAL TO INTRODUCE ESTABLISHED AND/OR NEW CANADIAN EXPORTERS TO MARKET.

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: CONTACT KNOWN IMPORTERS OF RESIN IN U. A. E. AND OMAN AND GIVE THEM SPECIFIC INFORMATION ON CANADIAN PRODUCT (QUALITY AND PRICE).

Results Expected: POSSIBILITY OF HAVING ACTIVE AGENTS.

Activity: SURVEY UAE PETROCHEMICAL MARKET TO IDENTIFY PROSPECTS FOR PROCESS EQUIPMENT AND OIL AND MINERAL SERVICES.

Results Expected: CONFIRM MARKET POTENTIAL AND INTRODUCE CDN COMPANIES TO LOCAL INDUSTRY.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 013 CONSUMER PRODUCTS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	310.00M	\$ 350.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	3.50M	\$ 3.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	1.12%	0.80%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	030 %
ii) 051 UNITED KINGDOM	018 %
iii) 577 UNITED STATES OF AMERICA	015 %
iv) 237 ITALY	011 %
v) 128 GERMANY WEST	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$
i) CARPETS - COMMERCIAL \$ 25.00 M
ii) HOUSEHOLD APPLIANCES \$ 40.00 M
iii) WALL COVERINGS \$ 0.00 M

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:

- a lack of interest in the market on the part of Canadian exporters
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## 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:

- 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.

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

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: IDENTIFY CANADIAN CARPET EXPORTERS (OTHER THAN TWO NOW ACTIVE) INTERESTED IN ENTERING MARKET.

Results Expected: INTRODUCE NEW CANADIAN EXPORTERS TO LOCAL DISTRIBUTORS.

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: UNDERTAKE MARKET SURVEY FOR WALL COVERINGS AND IF PROMISING, INTRODUCE CANADIAN SUPPLIERS TO UAE IMPORTERS.

Results Expected: OPEN UP NEW MARKET.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 329 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 143 EDUCATIONAL SERVICES, EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M NA	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.00M	\$ 0.00M NA	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 051 UNITED KINGDOM	000 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 507 SWEDEN	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) CONSULTING SERVICES FOR VOCATIONAL INSTITUTES	\$ 0.00 M
ii) SOFTWARE FOR INTRODUCTION OF COMPUTERS IN SCHOOLS	\$ 0.00 M
iii) RETRAINING OF TEACHERS IN CANADA	\$ 0.00 M

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## 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:

- No factors reported by mission

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

Activity: CONTINUE TO SUPPORT INITIATIVES BY ONTARIO INTERNATIONAL CORPORATION, EDUCANSULT AND ACCC TO PROMOTE AND CONTRACT FOR VARIOUS EDUCATIONAL SERVICES.

Results Expected: UAE UNIVERSITY CONTRACTS FOR EDUCANSULT BY EARLY 1987 AND IMPLEMENTATION OF OIC EDUCATIONAL COOPERATION PROGRAMS THROUGH 1987.

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: IDENTIFY AND INTRODUCE CAPABILITIES OF OTHER PROVINCES INSTITUTES TO OFFER SPECIALIZED TECHNICAL AND VOCATIONAL SERVICES.

Results Expected: DIVERSIFY EDUCATIONAL COOPERATION PROGRAMS BEYOND ONTARIO CAPABILITIES.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	110.00M	\$ 130.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	1.00M	\$ 0.10M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.90%	0.07%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	025 %
ii) 051 UNITED KINGDOM	022 %
iii) 577 UNITED STATES OF AMERICA	018 %
iv) 128 GERMANY WEST	014 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) HOSPITAL EQUIPMENT	\$ 50.00 M
ii) PHARMACEUTICALS	\$ 35.00 M
iii) HOSPITAL MANAGEMENT SERVICES	\$ 0.00 M

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:

- 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
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## 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:

- support provided by the PEMD program
- participation in trade missions
- competitive export pricing for this market

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

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: CONTACT THE MAIN HOSPITALS IN UAE AND OMAN TO CHECK THE REQUIREMENTS OF MEDICAL EQUIPMENT AND CONVEY SOME TO CANADIAN EXPORTERS.

Results Expected: INCREASED SALES.

Activity: CONTINUE TO SUPPORT EMERGENCY ONE GROUP PROPOSAL TO SUPPLY EMERGENCY HEALTHCARE SYSTEMS EXPERTISE TO UAE MINISTRY OF HEALTH.

Results Expected: CONTRACTS FOR CANADA EMERGENCY ONE.

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: IDENTIFY CANADIAN HEALTHCARE MANAGEMENT COMPANIES INTERESTED IN BIDDING ON HOSPITAL MANAGEMENT CONTRACTS IN UAE AND OMAN.

Results Expected: INTRODUCE CANADIAN COMPANIES TO LOCAL PARTNERS AND CLIENT CIVILIAN AND MILITARY MINISTRIES.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	195.00M	\$ 180.00M	\$ 0.00M NA	\$ 0.00M
Canadian Exports \$	2.00M	\$ 1.50M	\$ 0.00M NA	\$ 0.00M
Canadian Share of Import Market	1.00%	0.83%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 068 CHILE	020 %
ii) 026 AUSTRIA	015 %
iii) 612 SCANDINAVIA	012 %
iv) 344 MALAYSIA	010 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports  
In Canadian \$

i) LUMBER	\$ 45.00 M
ii) CEILING & FLOOR TILES	\$ 30.00 M

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters



## 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:

- support provided by the PEMD program
- competitive export pricing for this market
- 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.

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

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

Activity: CONTRIVE TO PROMOTE BUILDING MATERIAL THROUGH POTENTIAL IMPORTERS

Results Expected: INCREASE MARKET PENETRATION.

Activity: CONTINUE TO ASSIST CANSULT IN UAE AND OMAN TO IDENTIFY AND PURSUE OPPORTUNITIES, ESPECIALLY \$150 MILLION AL AIN UNIVERSITY PROJECT.

Results Expected: INCREASE CANSULT'S CHANCE OF WINNING CONTRACT

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: UTILIZE ARTHUR ERICKSON COMPANY UPCOMING PROJECT OFFICE PRESENCE TO PROMOTE ARCHITECTURAL AND DESIGN SERIES IN TERRITORY.

Results Expected: INCREASE ARTHUR ERICKSON BOOKINGS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	135.00M	\$ 140.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	1.50M	\$ 0.80M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	1.12%	0.57%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	028 %
ii) 577 UNITED STATES OF AMERICA	023 %
iii) 051 UNITED KINGDOM	019 %
iv) 128 GERMANY WEST	012 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

i) TOOLS	In Canadian \$
ii) INDUSTRIAL REFRIGERATION EQUIPMENT	\$ 25.00 M
iii) PUMPS	\$ 30.00 M
	\$ 35.00 M

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:

- a lack of interest in the market on the part of Canadian exporters
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## 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:

- support provided by the PEMD program

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

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: GENERALLY ENCOURAGE CANADIAN EXPORTERS WITH EXISTING DISTRIBUTORS (AND NEW EXPORTERS AS WELL) TO INCREASE NUMBER OF VISITS TO THE GULF TERRITORY.

Results Expected: INCREASED SALES.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 339 ABU DHABI		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS 4TH GULF SAFETY, SECURITY AND FIRE EQUIP. EXH., DUBA DUBAI		1087
020 MISSION OUTGOING FIRE & SECURITY MONITORING MISSION TO UAE AND E UAE		0000
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS 7TH GULF COMPUTER EXHIBITION, AND CONFERENCE, DUBAI DUBAI		1187
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS MIDDLE EAST INTERIORS, DUBAI	DUBAI	0487
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS MIDDLE EAST AG., ABU DHABI 3RD ARAB GAS TECHNOLOGY EXH., DUBAI	ABU DHABI DUBAI	1087 0388
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 339 ABU DHABI		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
020 MISSION OUTGOING FOOD PRODUCTS MISSION FOLLOWING MEFEX 88 SHOW	A. DHABI, DUBAI, MUSCAT	0289
024 MISSION INCOMING INCOMING BUYERS TO FOOD PACIFIC 88	VANCOUVER	0988
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENCE & SECURITY PRODUCTS MISSION	A. DHABI, DUBAI, MUSCAT	1188
Sector: 005 COMM. & INFORM. EGP. & SERV		
020 MISSION OUTGOING TELECOMMS MISSION FOLLOWING S. COMMUN'NS SHOW	A. DHABI, DUBAI, MUSCAT	0189

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 339 ABU DHABI		
Sector: 005 COMM. & INFORM. EQP. & SERV		
024 MISSION INCOMING INC. COMPUTER SOFTWARE BUYERS TO CDN EXH.,		0688
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
024 MISSION INCOMING OMAN ELECTRICITY MINISTRY MISSION TO CANADA		0989
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING MINING EQUIPMENT & SERVICES MISSION TO OMAN	MUSCAT	1088
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
020 MISSION OUTGOING OPERATION & MAINTENANCE MISSION TO UAE, OMAN OIL/GAS & PETRO. OPERATIONS&MAINTENANCE MISSION	KUWAIT A. DHABI, DUBAI, MUSCAT	1088 0389

## Export and Investment Promotion Planning System

## 87/88 Trade and Economic Overview

Mission: 340 AMMAN

Country: 308 JORDAN

THE JORDANIAN MKT SHLD CONTINUE TO PRESENT VIABLE OPPORT. FOR CDN EXPORTS, AND THE COMMERCIAL DIVISION WILL LOOK TO IMPROVED EXPORT PERFORMANCE AS ITS MAJOR OBJECTIVE FOR THE COMING FY. AS IN THE PAST, THE POST WILL DIVIDE ITS FOCUS INTO TWO PARTS: PUBLIC SECTOR OPPORTUNITIES & SALES TO PRIVATE SECTOR INTEREST. IN THE CASE OF THE FORMER, A NEW FIVE YEAR DEVEL. PLAN TO BE ISSUED IN LATE 1986 SHLD PROVIDE A CLEAR DIRECTION AS TO MAJOR CAPITAL PROJ OPPORT. IN THE MKT FOR THE FORSEABLE FUTURE. CDN PART. IN SUCH PROJ. WILL REQUIRE FINANCING SUPPORT FM THE EXP. DVLPT. CORP., IN ORDER TO OBTAIN AN EQUAL FOOTING FOR CDN BIDDERS IN LIGHT OF FINANCING PRACTISES FO PRINCIPAL COMPETITORS IN THE MKT. PRIVATE SECTOR OPPORT., WHILE BROADLY BASED, WILL BE LARGELY DETERMINED BY ECONOMIC CIRCUMSTANCES PREVALENT IN THE M. EAST REGN, AND THE AVAILABILITY OF FUNDING BY PRIVATE INTERESTS TO UNDERTAKE NEW &/ OR TRAD'NAL CAPITAL PURCHASES FM ABROAD. PRICE SENSITIVITY WILL BE THE GOVERNING PARAMETER FOR CDN BIDDERS IN THESE OPPORT., WHICH IS CHARACTERISTIC OF THE HIGHLY COMPETITIVE NATURE OF THE LOCAL PRIVATE SECTOR MKT. WITH THE ADD'N OF A BILATERAL DVLPMNT ASSIST. PROGRAMME IN THE FORTHCOMING FY, IT IS HOPED THAT COMMER'L SPIN-OFFS &/OR PARALLEL FINANCING OPPORT. FOR IDENTIFIED PROJS CLD RESULT IN IMPORVED PERFORMANCE ON THE PART OF CDN EXPTRS. WHILE THIS MAY NOT BE POSSIBLE IN THE INITIAL PHASES OF THIS PROGRAMME, IT IS HOPED THAT OVER THE MEDIUM TO LONGER TERM CDN COMMER'L INTERESTS WILL BE ENHANCED BY THE PRESENCE OF DVLPMNTL ASSIST. FUNDING TO JORDAN. EXPTRS WILL CONTINUE TO DRAW ON THE RESOURCES OF CIDA'S IND'L COOP. PROGRAMME IN TERMS OF PROVISION OF SPECIALIZED SVCS IN PROJ. DEFINITION, TECH. TRANSFER & PROJ. IMPLEMENTATION. THE POST WILL UPDATE ITS INITIAL ANALYSIS OF THE 86-91 FIVE YR PLAN, IN ORDER TO PROVIDE HDGTRS & THE CDN EXPTG COMMUNITY WITH TIMELY ADVICE AS TO SPECIFIC PROJ. & TENDER OPPORTS. SECTORS OF CONCENTRATION WILL INCLUDE OIL & GAS DVLPMNT, WHERE JORDAN HAS PLACED A CERTAIN DEGREE OF PRIORITY IN LIGHT OF DEPENDANCE ON EXT. SOURCES OF SUPPLY; COMMUNIC'NS, WHERE PRIVATIZATION OF THE TELECOMMS. AUTHORITY & DOWNSTREAM EQPT REQUIREMENTS OFFER SCOPE FOR CDN PART.; TRANSP. SYST.; POWER GENERATION. THE POST WILL CONTINUE TO BUILD ON ITS MODEST SUCCESS IN THE INTRODUCTION OF CDN FOOD PRODS TO THE LOCAL MKT, WITH INCREMENTAL SALES ANTICIPATED RESULTING FM PREVIOUS TRAIL ORDERS. EFFORTS WILL BE MADE TO EXPLORE MKT PROSPECTS FOR CDN CEREAL GRAINS, AS WELL AS RENEWED SEED POTATO MKTG EFFORTS. A NEW AREA OF FOCUS WILL BE OPPORTS. ASSOC'D WITH EDUCAT'L SRVCS & LOCAL TRAINING REGU'MENTS, WHERE RECENT EFFORTS BY CDN CONSULT. & INSTIT'NS MAY PAY OFF. WITH SUBSTANTIALLY INCREASED WORK IN CONJUNCTION WITH JORDANIAN AND MULTI-LATERAL AGENCIES BASED IN AMMAN.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 308 JORDAN

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

## 1. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: JORDANIAN COMMITMENT TO HYDROCARBON EXPLORATION & EXPLOITATION OFFER EXCELLENT OPPORTS TO CDN FIRMS IN BOTH TECHNICAL COOP. & EQPT & SERVICES.

## 2. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: TELECOMMS. AUTHORITY CURRENTLY ASSESSING POSSIBLE PRIVITIZATION OF ITS OPERATIONS & WILL REQUIRE ASSIST. IN "OPERAT'NAL" ASPECTS. THIRD GENERATION OF SWITCHING PRODS ALSO TO BE PROCURED IN 87/88.

## 3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: SUBSTANTIAL SCOPE CLD EXIST FOR CDN CONSULTANTS & SUPPLIERS IN THE TRAFFIC MNGMT, RAILWAYS & PORT CONSTRUCTION SECTORS WITHIN THE CONTEXT OF JORDANIAN PRIORITIES IN THE 1986-1991 FIVE YEAR PLAN.

## 4. 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

REASONS: COMMISSIONING OF PHASE I OF AQABA THERMAL PLANT & TENDERING FOR PHASE II SHLD AFFORD GOOD OPPORTS. FOR CDN FIRMS IN MAINTENACE & SRVCE RE-QUIREMENTS ASSOC. WITH HIGH VOLT. TRANSMISSION LINES IN JORDAN.

## 5. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: REQU'MENTS FOR CONSULTING SRVCS WITHIN THE SCOPE OF DVLPMNTL PROJS EN-VISIONED IN THE NEW 5 YR PLAN SHLD AFFORD OPPORTS TO CDN FIRMS IN SEC-TORS SUCH AS ENERGY, COMMUN'TIONS, TRANSP. AND AGRICULTURE.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 001 AGRI & FOOD PRODUCTS & SERVICE
2. 012 PETROCHEM & CHEM PROD, EQP, SERV
3. 016 INDUSTRIAL MACHIN, PLANTS, SERV.
4. 011 OIL & GAS EQUIPMENT, SERVICES
5. 013 CONSUMER PRODUCTS
6. 015 CONSTRUCTION INDUSTRY

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 308 JORDAN

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	800.00M	\$ 750.00M	\$ 800.00M	\$ 670.00M
Canadian Exports \$	0.50M	\$ 0.20M	\$ 0.15M	\$ 0.60M
Canadian Share of Import Market	0.06%	0.02%	0.18%	0.08%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 609 EUROPEAN COMMON MARKET C	025 %
iii) 611 MIDDLE EAST OR NEAR EAST	010 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

In Canadian \$

i) CONSULTING SERVICES (AGRIC)	\$ 2.00 M
ii) FOOD PRODUCTS	\$ 2.00 M
iii) CEREAL GRAINS	\$ 200.00 M
iv) AGRICULTURAL EQUIPMENT	\$ 2.00 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

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
- other factor(s) described by the Trade Office as follows:

SUBSIDIES OFFERED BY MAJOR COMPETITORS FOR CEREAL GRAINS ARE IM-  
PORTANT CONSTRAINT TO CDN EXPORTERS. GENERALLY, FOREIGN CREDITS OF-  
FERED TO JORDAN IN THIS SECTOR, WITH EXCEPTION OF FOOD PRODUCTS  
TRADE, ARE CONCESSIONARY IN NATURE.



## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 308 JORDAN

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
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: AL-MUDAWARA AGRICULTURAL PROJECT IN SOUTHERN JORDAN.

Results Expected: AWARD OF MANAGEMENT CONTRACT TO CDN FIRM CLIENT & POSSIBLE SALES OF CDN FARM EQUIP. FOR PROJECT REQUIREMENTS.

Activity: REPAIR OF RELATIONSHIP BETWEEN LOCAL IMPORTERS/GROWERS OF SEED POTATOES & CDN EXPORTERS. POSSIBLE AG CANADA ROLE IN DEVELOPMENT OF BILATERAL PHYTOSANITARY AGREEMENT.

Results Expected: CONTINUED IMPORTATION OF CDN SEED BY LOCAL IMPORTERS UNDER THE AEGIS OF A LONG TERM MARKET DEVELOPMENT PROGRAMME.

Activity: ASSESSMENT OF TRIAL SHIPMENT OF CDN FOOD PRODUCTS AND SPECIALTY SPICES BY BARG SUPERMARKETS AND OTHER INTERESTED BUYERS IN JORDAN

Results Expected: ON GOING SUPPLY BY CDN EXPORTERS SUCH AS GOLDEN VALLEY, GRENADIER & DALTON TO JORDANIAN CUSTOMERS.

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: CONTACT WITH MAJOR AGRICULTURAL EQUIPMENT DEALERS IN ANTICIPATION OF OUTGOING AGRICULTURAL MISSION TO SYRIA AND JORDAN PROPOSED FOR FY 88/89. MARKET SEGMENT REPORT TO BE DONE.

Results Expected: IDENTIFICATION OF LOCAL REQUIREMENTS FOR FARM EQUIPMENT AND AGRICULTURAL MACHINERY.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 308 JORDAN

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: EXTENSIVE PROMOTION OF CDN SOURCES OF SUPPLY FOR OILSEED PRODUCTS (CORN OIL, SUNFLOWER AND CANOLA) TO LOCAL SUPERMARKET OPERATORS.

Results Expected: TRIAL ORDERS FOR CDN OILSEED PRODUCTS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 308 JORDAN

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 35.00M	\$ 35.00M	\$ 50.00M
Canadian Exports \$	10.00M	\$ 0.40M	\$ 0.47M	\$ 0.48M
Canadian Share of Import Market	16.00%	1.20%	1.30%	0.90%

## Major Competing Countries

## Market Share

i) 265 JAPAN	030 %
ii) 051 UNITED KINGDOM	020 %
iii) 128 GERMANY WEST	010 %
iv) 112 FRANCE	010 %
v) 577 UNITED STATES OF AMERICA	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) TELECOM EQUIPMENT	\$ 20.00 M
ii) DATA NETWORKING EQUIP	\$ 5.00 M
iii) PERIPHERALS AND ACCESSORIES	\$ 2.00 M
iv) TRAINING SERVICES	\$ 2.00 M

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

i) Project Name: TCC SWITCHING EQUIPMENT TENDER(S)

Approximate Value: \$ 30 M

Financing Source: 024 BC

For further info. please contact:

G. E. RISHCHYNSKI TLX 23080 J. DESJARDINS 613-9936994

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 308 JORDAN

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 financing from Canada
- other factor(s) described by the Trade Office as follows:  
ENTRENCHED COMPETITION, PARTICULARLY OF JAPANESE AND FRENCH, MAKE PENETRATION DIFFICULT.

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 missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- 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: PENDING DECISION FROM THE JORDAN TELECOMMUNICATIONS CORP. REGARDING POTENTIAL PROCUREMENT OF A "THIRD FAMILY" OF SWITCHING PRODUCTS.

Results Expected: SUBSTANTIVE CONSIDERATION OF CDN SOURCES OF SUPPLY & POTENTIAL AWARD OF A CONTRACT TO NORTHERN TELECOM OR SIMILAR SUPPLIER.

Activity: INITIATION OF PRIVATIZATION ANALYSIS BY JORDANIAN AUTHORITIES REGARDING TCC.

Results Expected: POTENTIAL ROLE FOR CDN CONSULTANTS IN "OPERATIONAL" ASPECTS OF A PRIVATIZED TELECOM AUTHORITY LOCALLY.

Activity: IMPROVED TECHNICAL AND SERVICE TRAINING TO LOCAL REPS BY CDN FIRMS IN COMPUTER AND INFORMATICS FIELD.

Results Expected: ADDITIONAL ORDERS FOR DATA NETWORKING & PERIPHERALS BASED UPON LOCAL CAPABILITY IN PROVIDING SUPPORT AND SERVICE ONCE PRODUCTS INSTALLED WITH LOCAL CUSTOMERS.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 308 JORDAN

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: PENDING SELECTION OF CANADA AS SUPPLIER FOR THE SYRIA-JORDAN KSA FIBRE OPTICS PROJECT, UTILIZE THIS AWARD AS INCENTIVE FOR ADDITIONAL CDN FIRMS TO EXPLORE MARKET, WITH FOCUS IN TRAINING AREAS.

Results Expected: PRESENCE OF CDN INSTRUCTORS WITH TCC AND PRIVATE SECTOR CLIENTS IN TELECOM AND INFORMATICS SECTOR.

Activity: SUPPORT FOR SEMINAR PROGRAMMES OF CDN FIRMS IN LOCAL MARKET TO PROSPECTIVE CUSTOMERS.

Results Expected: ADDITIONAL SALES BUILDING UPON MODEST RESULTS ACHIEVED TO DATE.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 308 JORDAN

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	175.00M	\$ 80.00M	\$ 120.00M	\$ 80.00M
Canadian Exports \$	20.00M	\$ 0.10M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	15.00%	12.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 609 EUROPEAN COMMON MARKET C	030 %
ii) 265 JAPAN	025 %
iii) 577 UNITED STATES OF AMERICA	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

In Canadian \$

i) THERMAL POWER PLANT EQUIPMENT	\$ 60.00 M
ii) ELECTRICAL TRANSMISSION EQUIPMENT	\$ 15.00 M
iii) MAINTENANCE EQUIPMENT	\$ 10.00 M
iv) TRAINING SERVICES	\$ 2.00 M

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

i) Project Name: JEA TENDERS FOR CAPITAL EQUIPMENT ASSOC.  
WITH HV TRANSMISSION

Approximate Value: \$ M

Financing Source: 012 DOM 024 BC

For further info. please contact:

G. E. RISHCHYNSKI S. MUSEITIF TLX: 23080 CANAD JO

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 308 JORDAN

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 financing from Canada
- other factor(s) described by the Trade Office as follows:  
 PHASE II OF AGABA THERMAL POWER PLANT & ASSOCIATED REQUIREMENTS  
 IN HIGH VOLTAGE TRANSMISSION LINE OPERATION & MAINTENANCE SHOULD  
 OFFER SIGNIFICANT OPPORTUNITIES TO CDN EXPORTERS IN THIS SECTOR.  
 FINANCING TERMS & CONDITIONS WILL BE KEY ELEMENTS FOR SUCCESS.

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 missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- 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: AWARD OF AGABA II THERMAL POWER PLANT CONTRACT, EXPECTED IN MID-1987.

Results Expected: POTENTIAL CDN SUPPLY PACKAGE FOR PLANT REQUIREMENTS (BOILERS, TURBINES AND SWITCHING EQUIPMENT.)

Activity: FORTHCOMING SEMINARS (DEC. 86) WITH JORDAN ELECTRICITY AUTHORITY JEA FOCUSING UPON CDN CAPABILITY IN TRANSMISSION LINE SERVICING AND MAINTENANCE.

Results Expected: SELECTION OF 1 OR 2 CDN SUPPLIERS BY JEA FOR ANTICIPATED REQUIREMENTS.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 308 JORDAN

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: POSSIBLE INCLUSION OF ELECTRICAL TRANSMISSION SECTOR WITHIN CONTEXT OF CANADIAN BILATERAL AID PROGRAMME WITH JORDAN.

Results Expected: SIGNIFICANT EXPORT OPPORTUNITIES FOR CDN FIRMS FOR SUPPLY OF EQUIPMENT IN HV TESTING AND LINE MANAGEMENT FIELDS.



## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 308 JORDAN

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 100.00M	\$ 300.00M	\$ 300.00M
Canadian Exports \$	10.00M	\$ 0.30M	\$ 0.24M	\$ 0.16M
Canadian Share of Import Market	3.30%	0.30%	0.08%	0.05%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	025 %
ii) 608 WEST EUROPE	025 %
iii) 605 ASIA OR FAR EAST	025 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) CONSULTING SERVICES	\$ 0.00 M
ii) ROLLING STOCK	\$ 5.00 M
iii) PORT FACILITIES	\$ 0.00 M
iv) AEROSPACE EQUIPMENT AND SERVICES	\$ 100.00 M

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

i) Project Name: SHAYDIYA PHOSPHATE MINING COMPLEX AND PROJECT

Approximate Value: \$ 1 M

Financing Source: 012 DOM 024 BC

009 AFESD

For further info. please contact:

S. MUSEITIF TLX:23080 CANAD JO

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 308 JORDAN

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
ENTRENCHED COMPETITION & HISTORICAL COOPERATION BY JORDANIANS,  
PARTICULARLY AS CONCERNS EUROPEAN SUPPLIERS, CONTINUE TO PRESENT  
A CHALLENGE TO 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:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: COMPLETION OF TRANSPORTATION STUDY FOR MINISTRY OF PLANNING UNDER CIDA CPPF.

Results Expected: ESTABLISHMENT OF CDN CREDIBILITY AS CONSULTANTS IN SECTOR AND POTENTIAL SPINOFFS WITH PLANNING AND THE AGABA RAILROAD CORPORATION.

Activity: ACTIVE FOLLOW-UP BY PARTICIPANTS IN THE ONTARIO GOVERNMENT MOTC SEMINAR PROGRAMME TO THE JORDAN ROADS ASSOCS. AND MINISTRY OF TRANSPORT.

Results Expected: CANADIAN PARTICIPATION IN TRAFFIC MANAGEMENT PLANNING FOR MUNICIPALITIES OF AMMAN AND ZARQA.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 308 JORDAN

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

Activity: ON-GOING PURSUIT BY CDN FIRMS OF OPPORTUNITIES LOCALLY FOR COMMUTER AIRCRAFT, AIRCRAFT SIMULATORS, LANDING SYSTEMS AND JET-ENGINE OVERHAUL WITH ALIA AND/OR THE CIVIL AVIATION AUTHORITY.

Results Expected: SUCCESSFUL PURSUIT BY CDN AERONAUTICS FIRM OF BOTH SHORT AND LONGER TERM OPPORTUNITIES.

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: BILATERAL AID PROGRAMME WITH POSSIBLE FOCUS ON PORT FACILITIES.

Results Expected: ESTABLISHMENT OF CANADA AS CLEAR ALTERNATIVE TO UK FOR CURRENT AND PLANNED PORT PROJECTS IN JORDAN.

Activity: IMPLEMENTATION OF THE SHADIYA PHOSPHATE MINING PROJECT BY THE JORDANIAN PHOSPHATE MINING CO. (JPMC) IN 1987/88/89.

Results Expected: CDN BIDDERS FOR RAIL EXTENSION, ROLLING STOCK AND TRANSPORTATION INFRASTRUCTURE ASSOCIATED WITH DEVELOPMENT OF SHADIYA SITE.

Activity: CONTINUING SUPPORT AND PROMOTION OF CDN CAPABILITY IN THE TRANSPORTATION SECTOR TO GOVERNMENT OFFICIALS AND PRIVATE SECTOR FIRMS IN THE LOCAL MARKET.

Results Expected: TIMELY ADVICE TO BOTH ESTABLISHED AND POTENTIALLY INTERESTED CDN SUPPLIERS OF LOCAL OPPORTUNITIES.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 308 JORDAN

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 30.00M	\$ 25.00M	\$ 50.00M
Canadian Exports \$	10.00M	\$ 0.75M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	10.00%	2.50%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	020 %
ii) 265 JAPAN	020 %
iii) 051 UNITED KINGDOM	010 %
iv) 577 UNITED STATES OF AMERICA	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) DRILLING EQUIPMENT AND RELATED SERVICES	\$ 3.00 M
ii) TOPOGRAPHICAL AND SEISMIC EQPT. AND SERVICES	\$ 1.00 M
iii) TAR SANDS AND OIL SHALE DVLPMNT TECHNOLOGIES	\$ 0.00 M
iv) TRAINING OF LOCAL PERSONNEL IN ABOVE DISCIPLINES	\$ 0.00 M

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

i) Project Name: ANTICIPATED DRILLING PROGRAMME OF  
JORDANIAN NATURAL RESOURCES AUTHORITY

Approximate Value: \$ M

Financing Source: 012 DDM 024 BC

For further info. please contact:

G. E. RISHCHYNSKI, TLX23080 CANADA JO, S. MUSEITIF

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 308 JORDAN

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
LOCAL COMMITMENT AND EFFORT IN HYDROCARBON EXPLORATION ONLY NOW COMMENCING. OFFERS CDN FIRMS EXCELLENT OPPORTUNITY TO ENTER MARKET AT INITIAL PHASE WITH HOPES FOR LONG-TERM PRESENCE.

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
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- 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 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: SEPT. '86 VISIT BY PETROCANADA INTL ASSISTANCE CORP. (PCIAC) TEAM REPORT AND SUBMISSION OF TECHNICAL COOPERATION PROPOSAL.

Results Expected: FORMULATION OF BILATERAL TECH COOP. PROGRAMME & PERSONNEL EXCHANGE. WILL MAKE CDA INTEGRAL PLAYER IN SECTORAL DEVELOPMENTS.

Activity: PENDING DECISION REGARDING POTENTIAL FINANCING OF LOCAL DRILLING ACTIVITIES.

Results Expected: AWARD OF \$4 MILLION DRILLING CONTRACT TO ONE OF TWO CDN FIRMS BIDDING ON RECENT TENDER.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 308 JORDAN

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

Activity: AWARD OF CONTRACT BY AMOCO FOR GRAVITY GEOPHYSICAL SURVEY IN JORDAN VALLEY.

Results Expected: AWARD TO CDN FIRM WHICH WILL PLACE IT AS CREDIBLE SRVCE FIRM IN MARKET FOR FUTURE MULTINATIONAL AND LOCAL SURVEY REQUIREMENTS.

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: POSSIBLE BURSARY POSITIONS FOR JORDANIAN TECHNICAL PERSONNEL AT 1987 ASIPIID PROGRAMME AT UNIVERSITY OF ALBERTA.

Results Expected: MIDDLE-LEVEL ENGINEERS & TECHNICIANS IN THE NATURAL RESOURCES AUTHORITY WILL HAVE FIRST HAND KNOWLEDGE & EXPERIENCE IN CDN OIL AND GAS TECHNOLOGY AND CAPABILITY.

Activity: CONTINUED PROMOTION OF CDN EXPERTISE AND CAPABILITIES IN OIL & GAS DEVELOPMENT TO OFFICIALS OF NATURAL RESOURCES AUTHORITY, MINISTRY OF ENERGY AND JORDAN PETROLEUM CO.

Results Expected: INCREASE NUMBER OF CDN FIRMS VISITING TERRITORY IN RESPONSE TO SPECIFIC LOCAL REQUIREMENTS.

Activity: PRODUCTION OF ANNUAL "OIL AND GAS UPDATE" FOR JORDAN AND DISTRIBUTE SAME TO HQ, PROVINCIAL GOVTS AND PRIVATE SECTOR FIRMS WHO MAY HAVE INTEREST IN PURSUIT OF LOCAL OPPORTUNITIES.

Results Expected: BETTER AWARENESS BY CDN FIRMS OF MARKET POTENTIAL FOR OIL AND GAS EQUIPMENT AND SERVICES IN JORDAN.

## Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 340 AMMAN

Country: 325 SYRIA

COMMERCIAL COVERAGE OF THE SYRIAN MKT WILL CONTINUE TO BE UNDERTAKEN BY TRADE DEVEL. STAFF BASED IN AMMAN. REGULAR VISITS, IN CONJUNCTION WITH ONGOING ACTIVITIES UNDERTAKEN BY THE EMBASSY AND CDA'S HONOURARY COMMERCIAL REP. BASED IN DAMASCUS, WILL ENSURE TIMELY RESPONSE TO SPECIFIC MKT OPPORT. FOR CDN EXPTRS, AS WELL AS THE CULTIVATION OF KEY PUBLIC & PRIVATE SECTOR DECISION-MAKERS & CONTACTS WHO IMPACT UPON SYRIAN MKT CHOICES FOR IMPORTS. EFFORTS WILL CONTINUE TO FOCUS UPON FOUR MAJOR SECTORS: AGRI. & FOOD PRODS, OIL & GAS DEVEL, TELECOMM. & CONSUMER & MEDICAL PRODS. THESE SECTORS REFLECT LOCAL PRIORITIES INSOFAR AS NAT'L DEVEL. IS CONCERNED, & WILL FORM THE CORE OF PLANNED NAT'L INITIATIVES IN THE 5-YR DEVEL. PLAN SCHEDULED FOR PUBLICATION IN EARLY '87. WHILE FOOD SECURITY & INCREASED LOCAL PROD'N WILL BE THE SINGULAR GOAL OF SYRIAN PLANNERS, IT IS EXPECTED THAT SIZEABLE REQ'MENTS FOR CEREAL GRAINS WILL CONTINUE TO BE SOURCED FM FOREIGN MKTS, & WE WILL SEEK TO ENSURE POTENTIAL CDN PART. IN SUCH TENDERS WHEN ANNOUNCED. DEVEL. IN PETRO. & GAS EXPLORATION & TELECOMMS. SHOULD CONTINUE TO RECEIVE CONSIDERABLE ATTENTION FM LOCAL AUTHORITIES & WILL OFFER SIGNIFICANT SCOPE TO CDN MFTRS OF SUCH EGPT AS ALTERNATIVES TO TRAD'NAL SUPPLIERS FM EAST. & WEST. EUROPE. THE SYRIAN ECONOMY WILL CONTINUE TO BE BESET BY SHORTAGES OF HARD CURRENCY FOR IMP. RELATED TRANSACTIONS, RESULTING IN THE NEED BY POTENTIAL CDN SUPPLIERS TO EXPLORE FINANCING MECHANISM FM PRIVATE LENDING AND MULTILATERAL AGENCIES AS A MEANS TO SUCCESSFUL MKT PENETRATION FOR THEIR PRODS. IN THE ABSENCE OF A BILATERAL DEVEL. ASSISTANCE PROG., EXP. AND MULTILATERAL FINANCING WILL PLAY AN IMPORTANT SUPPORTING ROLE IN POTENTIAL INCREASED MKT PENETRATION BY CDN INDUSTRY. THE DAMASCUS INT'L FAIR & SPRING FOOD FAIR WILL CONTINUE TO BE THE CENTREPIECE OF POST INITIATED TRADE DEVEL. ACTIVITIES, AS THEY REPRESENT SYRIA'S MOST IMPORTANT COMMERCIAL FORA & PRESENT UNIQUE QUOTA OPPORT. FOR THE IMPORT'N OF NON-TRAD'NAL PRODS. IT IS THROUGH SUCH EVENTS, & IN THE ATTRACTION OF NEW EXPTRS TO THE REG'N THAT TRADE LEVELS WILL BE EXPANDED BETWEEN CDA & SYRIA, & PHYSICAL APPEARANCE MKT ACTIVITIES. WHILE SYRIA PRESENTS UNTAPPED POTENTIAL & ECONOMIC UNCERTAINTIES FOR POTENTIAL CDN EXPTRS, LEBANON HAS CONTINUED TO EXPAND ITS RECENT TRADE RELATION'PS WITH CDA INSPITE OF LOCAL CIRCUMSTANCE. WHILE POST WORK RELATED TO TRADE DEVEL. IN LEBANON IS LARGELY RESPONSIVE, IT IS STILL WORTH NOTING THAT WITH APPROXIMATELY \$15M IN BILATERAL TRADE IN '86, LEBANON REPRESENTS A MARKET WHERE EXPANDED CDN PRESENCE IS ULTIMATELY BOTH DESIREABLE AND PRACTICABLE ONCE POLITICAL EVENTS PERMIT REGULAR LIAISON VISITS BY COMMERCIAL STAFF.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 325 SYRIA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

## 1. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: REQUIREMENT BY SYRIAN PETRO. CORP & AL-FURAT DRILLING (SPC/PECTEN JV) FOR ADVANCED TECH. IN GAS EXPLOR'N & PROD'N METHODOLOGIES IN ORDER THAT RESOURCES BE BROUGHT ON-STREAM AS QUICKLY AS POSSIBLE.

## 2. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: PRIORITY OF NAT'L FOOD PROD'N & SECURITY IN NEW 87-92 FIVE YEAR PLAN SHLD AFFORD MEANS FOR "FLAGSHIP" CDN AGRI. PROJECT IN SYRIA IN CONJUNCTION WITH LOCAL PARTNER & POTENTIAL SCOPE FOR SUPPLY OF CDN EQPT.

## 3. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: STRATEGIC IMPORTANCE OF COMMUN. TECH. TO COUNTRY & GOVT SHLD CONTINUE TO PROVIDE FERTILE GROUND FOR CDN SUPPLIERS OF TELECOMM. EQPT., & TECHNOLOGICAL INNOVATIONS SUCH AS FIBRE OPTICS MESH WELL WITH CDN EXPERTIS

## 4. 013 CONSUMER PRODUCTS

REASONS: LOCAL TRADE FORA (FOOD FAIR & INTL FAIR) AFFORD OPPORT. FOR NEW EXPORTS FOR PROD. INTROD'N & APPROVED QUOTA FOR IMPORT'N OF TRIAL SHIPMENTS. IMPORTANT FOR NON-ESSENTIAL PRODS LIKE CONSUMER DURABLES WHERE IMPRTG

## 5. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: LOCAL REQUIREMENT FOR SPECIALIZED SERVICES AND/OR EQUIPMENT IN PULP & PAPER PRODUCTION MAY RESULT IN VIABLE OPPORTUNITY FOR CDN CONSULTANT(S) AND SUPPLIERS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

2. 011 OIL &amp; GAS EQUIPMENT, SERVICES

3. 005 COMM. &amp; INFORM. EQP. &amp; SERV

4. 013 CONSUMER PRODUCTS



## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 325 SYRIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 250.00M	\$ 400.00M	\$ 600.00M
Canadian Exports \$	25.00M	\$ 3.00M	\$ 20.00M	\$ 70.00M
Canadian Share of Import Market	8.30%	1.20%	5.00%	11.60%

Major Competing Countries

Market Share

- |                                  |       |
|----------------------------------|-------|
| i) 609 EUROPEAN COMMON MARKET C  | 060 % |
| ii) 611 MIDDLE EAST OR NEAR EAST | 030 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects

Current Total Imports

- |  |                |
|--|----------------|
| i) CEREAL GRAINS                         | In Canadian \$ |
| ii) FOOD PRODUCTS                        | \$ 90.00 M     |
| iii) AGRICULTURAL EQUIPMENT AND SERVICES | \$ 40.00 M     |
|  | \$ 20.00 M     |

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 high

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
- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

IN THE CASE OF CEREAL GRAINS, SUBSIDIES BY MAJOR COMPETITORS (EC & USA) HAVE HAD LARGE IMPACT ON CDN WHEAT SALES TO THE MARKET. FOR FOOD PRODUCTS, HIGH TRANSPORTATION COSTS FM CDA TO SYRIA IMPINGE UPON CDN COMPETITIVENESS ON LANDED COST BASIS TO IMPORTERS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 325 SYRIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 250.00M	\$ 400.00M	\$ 600.00M
Canadian Exports \$	25.00M	\$ 3.00M	\$ 20.00M	\$ 70.00M
Canadian Share of Import Market	8.30%	1.20%	5.00%	11.60%

Major Competing Countries	Market Share
i) 609 EUROPEAN COMMON MARKET C	060 %
ii) 611 MIDDLE EAST OR NEAR EAST	030 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CEREAL GRAINS	\$ 90.00 M
ii) FOOD PRODUCTS	\$ 40.00 M
iii) AGRICULTURAL EQUIPMENT AND SERVICES	\$ 20.00 M

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 high

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
- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
IN THE CASE OF CEREAL GRAINS, SUBSIDIES BY MAJOR COMPETITORS (EC & USA) HAVE HAD LARGE IMPACT ON CDN WHEAT SALES TO THE MARKET. FOR FOOD PRODUCTS, HIGH TRANSPORTATION COSTS FM CDA TO SYRIA IMPINGE UPON CDN COMPETITIVENESS ON LANDED COST BASIS TO IMPORTERS.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 325 SYRIA

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
- use of provincial governments export promotion activities
- strong sectoral capability in Canada

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

Activity: COMPLETE ASSESSMENT OF LOCAL FIRMS APPROVED BY GOVT FOR FORMATION OF "MIXED COMPANIES" THEREBY ABLE TO UNDERTAKE SEMIPRIVATE FARMING OPERATIONS LOCALLY.

Results Expected: SELECTION OF LOCAL PARTNER FOR "FLASHING" AGRICULTURAL PROJECT ON MARKET, CONTIGENT ON CAPITAL AVAILABILITY FOR SAME.

Activity: FOLLOW-UP TO AGENCY RELATIONSHIPS ARISING FROM PARTICIPATION IN MAY 1986 FOOD FAIR. NUMBER OF LOCAL REPS. HAVE VISITED CANADA AND TRIAL ORDERS MADE.

Results Expected: REGULAR SUPPLY & SHIPMENT BY CDN EXPORTERS OF CANNED JUICES, JAMS AND HONEY PRODUCTS TO LOCAL MARKET.

Activity: POTENTIAL LOCAL AGENT FOR CANADIAN TRADING HOUSE SEEKING OUTLET FOR HEINZ CANADA PRODUCTS IN LOCAL MARKET, INCLUDING BABY FOOD PRODUCTS.

Results Expected: HEINZ CANADA PARTICIPATING AT 87 FOOD FAIR & SHIPMENT COMMENCING BY LATE IN YEAR.

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: IDENTIFICATION OF CDN AGRICULTURAL EQUIPMENT & IMPLEMENTS WHICH COULD BE UTILIZED IN LOCAL PRODUCTION ACTIVITIES IN ORDER TO TABLE "PACKAGES" TO LOCAL FARM OPERATORS AND GOVT.

Results Expected: TO FORM BASIS FOR RECRUITMENT OF 1988 AGRICULTURAL EQUIP AND TECH MISSION TO SYRIA AND JORDAN.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 325 SYRIA

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: LIAISON & SUPPORT OF CANADIAN WHEAT BOARD & REGISTERED AGENTS EFFORTS IN HAVING CDN CEREAL GRAINS CONTRACTED FOR FUTURE REQUIREMENTS.

Results Expected: CONTINGENT ON THE RESULT OF CURRENT SUBSIDY ISSUES BY COMPETITORS, A RETURN TO 1985(\$25M) SUPPLY LEVELS FOR CDN WHEAT.

Activity: ANALYSIS OF AGRICULTURAL PROJECTS UNDER CONSIDERATION BY THE MINISTRIES OF PLANNING & AGRICULTURE IN ORDER TO INFORM INTERESTED CDN FIRMS OF POTENTIAL OPPORTUNITIES.

Results Expected: SELECTION OF POTENTIAL "DOWNSTREAM" AGRICULTURAL INTERESTS FOR CDN FIRMS ENGAGED IN INITIAL MARKET PENETRATION ACTIVITIES.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 325 SYRIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	15.00M	\$ 10.00M	\$ 4.00M	\$ 2.10M
Canadian Exports \$	5.00M	\$ 1.00M	\$ 0.35M	\$ 0.02M
Canadian Share of Import Market	33.00%	10.00%	8.75%	0.95%

## Major Competing Countries

## Market Share

i) 112 FRANCE	030 %
ii) 128 GERMANY WEST	020 %
iii) 605 ASIA OR FAR EAST	010 %
iv) 507 SWEDEN	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) SWITCHING PRODUCTS & RELATED SERVICES	\$ 1.00 M
ii) FIBRE OPTICS HARDWARE & SUPPORT EQUIPMENT	\$ 0.00 M
iii) URBAN & RURAL TELEPHONE EQUIPMENT	\$ 1.00 M
iv) COMPUTER PERIPHERALS & CIRCUIT BOARDS	\$ 2.50 M

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

- there are import restrictions which can present significant problems
- exports of certain products or services to this country are subject to Canadian export controls

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
PAYMENT METHODS IN VIEW OF LOCAL FOREIGN EXCHANGE RESTRICTION HAVE TENDED TO FRUSTRATE CDN EXPORTERS ABSENCE OF CONCESSIONARY CREDITS SO FAR HAVE FURTHER IMPINGED MARKET PENETRATION EFFORTS.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 325 SYRIA

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
- 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: DECISION BY SYRIAN TELECOMMUNICATIONS ESTABLISHMENT IN RESPECT OF BIDDERS FOR SAR PORTION OF REGIONAL FIBRE OPTICS LINK.

Results Expected: AWARD OF CONTRACT TO CDN GROUP.

Activity: DECISION BY STE OF SUPPLIER FOR NEW GENERATION OF SWITCHING EQUIP (PABX'S) OF WHICH CDN, GERMAN AND JAPANESE SUPPLIERS REMAIN IN RUNNING.

Results Expected: AWARD OF CONTRACT TO CDN SUPPLIER.

Activity: ON-GOING ASSISTANCE TO CDN EXPORTERS IN SALES EFFORTS TO CLIENTS SUCH AS THE SYRIAN SCIENTIFIC RESEARCH COUNCIL (SSRC) FOR CDN-MADE COMPUTER PERIPHERAL AND DATA NETWORKING PRODUCTS.

Results Expected: ADDITIONAL SALES OF CDN HARDWARE TO SSRC FROM CURRENTLY MODEST LEVELS & UTILIZE SUCH SALES AS PROMOTIONAL TOOL FOR OTHER POTENTIAL CLIENTS.

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: SECTORAL ANALYSIS OF COMMUNICATIONS PLANNING & PROCUREMENT STRATEGIES ENVISIONED BY SAR WITHIN THE CONTEXT OF THE FORTHCOMING FIVE YEAR PLAN.

Results Expected: TIMELY ADVICE TO LOCAL AGENTS OF CDN SUPPLIERS & POTENTIAL NEW EXPORTERS OF ANTICIPATED MARKET REQUIREMENTS.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 325 SYRIA

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: UTILIZATION OF CDN PARTICIPATION AT DAMASCUS INT'L FAIR TO EXPOSE SYRIAN AGENCIES TO NEW TECHNOLOGIES & DEVELOPMENTS IN TELECOM FIELD FOR POTENTIAL LOCAL APPLICATION.

Results Expected: POTENTIAL INTRODUCTION OF CELLULAR RADIO DEVELOPED IN CDA FOR UTILIZATION BY STE FOR REMOTE COMMUNICATIONS REQUIREMENTS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 325 SYRIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	20.00M	\$ 20.00M	\$ 30.00M	\$ 30.00M
Canadian Exports \$	0.50M	\$ 0.25M	\$ 0.01M	\$ 0.10M
Canadian Share of Import Market	2.50%	1.20%	0.00%	0.03%

Major Competing Countries

Market Share

i) 026 AUSTRIA	025 %
ii) 128 GERMANY WEST	020 %
iii) 612 SCANDINAVIA	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

i) CONSULTING SERVICES	In Canadian \$	\$ 0.00 M
ii) ENVIRONMENTAL CONTROL EQUIPMENT	\$	\$ 0.00 M

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 high

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

STATE CONTROL OF FOREST INDUSTRIES & TENDENCY TOWARD BILATERAL AGREEMENTS FOR DEVELOPMENT OF LOCAL FACILITIES HAVE HAMPERED POTENTIAL CDN PARTICIPATION IN SECTOR.



## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 325 SYRIA

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
- 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: SUPPORT FOR CDN CONSULTING ENGINEERING FIRMS EFFORTS IN DETERMINING POTENTIAL PROGRAMME TO ASSIST SYRIANS IN HANDLING OF WASTE PRODUCTS (PHENOL) FROM PULP AND PAPER PRODUCTION.

Results Expected: CONSULTANCY CONTRACT FOR ASSESSMENT AND DETERMINATION OF METHODOLOGY FOR SAME

Activity: ASSESSMENT OF SYRIAN REQUIREMENTS IN THE UPGRADING OF EXISTING PULP & PAPER FACILITIES FOR THE PRODUCTION OF LINT PULP AND ASSOCIATED PRODUCTS.

Results Expected: CDN PARTICIPATION IN TENDERS FLOATED BY GENERAL ESTABLISHMENT FOR CHEMICAL PRODUCTION RELATED TO LINT PULP MANUFACTURING FACILITIES

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: SECTORAL ANALYSIS OF CURRENT SYRIAN FORESTRY RESOURCES AND PULP AND PAPER PRODUCTION FACILITIES.

Results Expected: DETERMINATION OF ADDITIONAL OPPORTUNITIES FOR CDN INDUSTRY IN SECTOR OF GROWING IMPORTANCE TO SYRIA AND WHERE CDN EXPERTISE KNOWN AND RESPECTED.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 325 SYRIA

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	40.00M	\$ 30.00M	\$ 38.00M	\$ 45.00M
Canadian Exports \$	10.00M	\$ 10.00M	\$ 0.35M	\$ 0.00M
Canadian Share of Import Market	20.00%	25.00%	0.09%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	025 %
ii) 051 UNITED KINGDOM	015 %
iii) 128 GERMANY WEST	006 %
iv) 112 FRANCE	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

In Canadian \$

i) NATURAL GAS EXPLORATION & PRODUCTION EQUIPMENT	\$ 20.00 M
ii) DRILLING EQUIPMENT	\$ 15.00 M
iii) CONSULTING SERVICES	\$ 0.00 M

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

i) Project Name: TRIASSIC GAS DEV. PROJ. II & III  
GATHERING & PRODUCTION FACILITIES

Approximate Value: \$ 40 M

Financing Source: 024 BC

For further info. please contact:

G. E. RISHCHYNSKI, CDN EMB., AMMAN TLX: 23080 CANAD JO

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 325 SYRIA

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- 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
- other factor(s) described by the Trade Office as follows:  
LOCAL ECONOMIC CLIMATE AND FOREIGN EXCHANGE RESTRICTIONS HAVE MADE SOME EXPORTERS WARY IN PURSUING LOCAL OPPORTUNITIES.

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 missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- 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: FOLLOW-UP TO PARTICIPATION BY SENIOR OFFICIALS OF SYRIAN PETROLEUM CORP (SPC) AT NPS'86 IN CALGARY AND PROPOSE SIMILAR EXERCISE FOR 1988.

Results Expected: GREATER RECEPTIVENESS TO CDN SOURCES OF SUPPLY IN OIL & GAS SECTOR FROM MOST IMPORTANT STATE CONTRACTING AGENCY IN SAR.

Activity: RESEARCH & MONITORING OF NATURAL GAS FINDS & DEVELOPMENT PLANS BY SPC FOR FIELDS SUCH AS THAYEM & TRIASSIC IN NORTH & NORTHEASTERN SYRIA.

Results Expected: TIMELY ADVICE TO CDN BIDDERS OF DOWNSTREAM TENDERS FOR EQUIP & SERVICE REQUIREMENTS FOR THESE AND OTHER PROJECTS.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 325 SYRIA

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

Activity: FOLLOW-UP TO PREVIOUS & FORTHCOMING VISITS BY CDN MANUFS. & SUPPLIERS OF OIL & GAS EQUIPMENT IN TERMS OF BUILDING RELATIONSHIPS WITH LOCAL AGENTS/REPS & AWARENESS OF CDN CAPABILITY IN GOVT PURCHASING CIRCLES.

Results Expected: AWARD OF CONTRACTS TO CDN BIDDERS IN PROJECTS RELATED TO PETROLEUM & NATURAL EXPLORATION THRU EFFECTIVE USE OF LOCAL PARTNERS AND/OR ASSOCIATES.

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: ANALYSIS OF REQUIREMENTS OF HOMS REFINERY FOR ENVIRONMENTAL IMPACT ASSESSMENT & POTENTIAL EXPANSION PROGRAMME.

Results Expected: PARTICIPATION BY CDN CONSULTANTS & SUPPLIERS IN TENDERS FLOATED RELATING TO THIS PROJECT.

Activity: DEVELOPMENT OF CLOSER CONTACT WITH PRINCIPLES OF AL-FURAT DRILLING (PARTICULARLY PECTEN PERSONNEL) IN ORDER TO DETERMINE POSSIBLE SCOPE OF CDN SERVICES IN ONGOING LOCAL DRILLING PROGRAMMES.

Results Expected: POTENTIAL CONTRACTING OF CDN FIRMS BY PECTEN ON DIRECT BASIS, FOR SPECIFIC TASKS REQUIRED BY THEM IN SYRIA.

Activity: MAJOR SECTORAL ANALYSIS OF SYRIAN OIL & GAS DEVELOPMENT WITHIN CONTEXT OF PLANNED ACTIVITIES IN THE 1987-1992 FIVE YEAR PLAN.

Results Expected: PROVIDE BASIS FOR POST INITIATED PROMOTIONAL ACTIVITIES ON BEHALF OF CDN INDUSTRY AND OUTGOING VISITS TO TERRITORY.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 340 AMMAN

Market: 325 SYRIA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 141 PHARMCEUTICALS &amp; BIOTECHNOLOGY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	50.00M	\$ 40.00M	\$ 50.00M	\$ 50.00M
Canadian Exports \$	0.50M	\$ 0.20M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	1.00%	0.50%	0.00% NA	0.00% NA

## Major Competing Countries

## Market Share

- i) 609 EUROPEAN COMMON MARKET C
- ii) 607 COMECON

080 %  
010 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are  
good market prospects

Current Total Imports

- i) PHARMACEUTICALS
- ii) EDUCATIONAL SERVICES

In Canadian \$  
\$ 40.00 M  
\$ 3.00 M

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

- i) Project Name: PHARMEX TENDERS FOR PHARMACEUTICALS  
Approximate Value: \$ 40 M  
Financing Source: 012 DOM 013 NFR  
For further info. please contact:  
S. MUSEITIF, G. RISHCHYNSKI EMBASSY TLX 23080

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

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 325 SYRIA

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
- 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
- other factor(s) described by the Trade Office as follows:  
ENTRENCHED NATURE OF COMPETITION, PARTICULARLY FRENCH, HAS RESULTED IN LOW INTEREST BY LOCAL FIRMS AND GOVT AGENCIES IN POTENTIAL CDN ALTERNATIVE SOURCES OF SUPPLY. THIS NOW CHANGING WITH MORE AGGRESSIVE & TIMELY MARKETING INITIATIVES BY CDN 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:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: ASSISTANCE TO IBN-WALID SCIENTIFIC OFFICE IN EFFORTS TO INTRODUCE CDN PHARMACEUTICAL PRODUCTS TO PHARMEX, THE SYRIAN STATE AGENCY MANDATED TO IMPORT SUCH ITEMS.

Results Expected: REGISTRATION & CERTIFICATION FOR CDN SUPPLIERS IN ORDER TO FACILITATE PARTICIPATION IN PHARMEX TENDERS.

Activity: ON-GOING CONTRACTUAL AGREEMENTS BETWEEN ACCC OF CANADA AND SYRIAN SCIENTIFIC RESEARCH COUNCIL (SSRC) FOR TRAINING OF LOCAL PERSONNEL IN CANADA.

Results Expected: 4 OR 5 SYRIAN CANDIDATES TO BE TRAINED AT CDN UNIVERSITIES IN 1987.

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: ASSESSMENT OF MARKET POTENTIAL FOR PRODUCTS MANUFACTURED BY CONNAUGHT LABORATORIES OF TORONTO (INSULIN TREATMENTS, INNOCULATIONS AND BIOLOGICAL REAGENTS)

Results Expected: REFERRAL TO CONNAUGHT OF LOCAL AGENTS IN ORDER TO COMMENCE PRODUCT CERTIFICATION AND REGISTRATION.

## Export and Investment Promotion Planning System

MISSION: 340 AMMAN

COUNTRY: 325 SYRIA

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 BY ACCC OF CURRENT ACTIVITIES WITH SSCR IN HOPES OF AWARD OF CONTRACT FOR PHASE II OF TRAINING PROGRAMME REQUIREMENTS

Results Expected: ACCC CONTRACT FOR WORK IN-SYRIA FOR ON-SITE CURRICULUM DEVELOPMENT OF SSCR TECHNICAL TRAINING PROGRAMMES.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 340 AMMAN		
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING COMPUTER TECHN. & SERVICES MISSTO JORDAN, SYRIA, GULF		1187
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING AUTOMOTIVE PARTS & ACCESSORIES MISSION TO JORDAN RAILWAY TECHNOLOGY MISSION TO JORDAN		0487 0288
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
024 MISSION INCOMING FARM MACHINERY MISSION FROM JORDAN, SYRIA, U. A. E.		0687
Sector: 999 MULTIPLE SECTORS		
010 FAIRS DAMASCUS FAIR, DAMASCUS	DAMASCUS	0987

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 340 AMMAN		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS DAMASCUS INTERNATIONAL FOOD FAIR DAMASCUS INTERNATIONAL FOOD FAIR DAMASCUS INTERNATIONAL FOOD FAIR	DAMASCUS DAMASCUS DAMASCUS	0590 0589 0588
020 MISSION OUTGOING FOOD PRODUCTS AND PROCESS TECHNOLOGY MISSION OUTGOING MISSION AGRI. EGPT. & TECHNOLOGY	AMMAN/DAMASCUS, SYRIA DAMASCUS/AMMAN, JORD.	0590 0488
Sector: 005 COMM. & INFORM. EGP. & SERV		
020 MISSION OUTGOING TELECOMMUNICATIONS SECTOR OUTGOING MISSION	AMMAN/DAMASCUS, SYRIA	1188
024 MISSION INCOMING INCOMING TELECOMMUNICATIONS MISSION FROM JORDAN INCOMING COMPUTER TECHNOLOGY MISSIONS		1189 1190



## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 340 AMMAN		
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
020 MISSION OUTGOING OUTGOING ELECTRICAL SECTOR TRAINING MISSION	AMMAN	0989
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING OUTGOING TRANSPORTATION MISSION	DAMASCUS/AMMAN, JORD.	0788
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING INCOMING OIL&GAS TECH. MISS. SYRIA AND JORDAN		0389
Sector: 999 MULTIPLE SECTORS		
010 FAIRS		
36TH DAMASCUS INTERNATIONAL FAIR	DAMASCUS	0989
35TH DAMASCUS INTERNATIONAL FAIR	DAMASCUS	0988
37TH DAMASCUS INTERNATIONAL FAIR	DAMASCUS	0990

## Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 341 CAIRO

Country: 564 ARAB REPUBLIC OF EGYPT

IN THE FIRST THREE QUARTERS OF CALENDAR '86 THE ECON. OF EGYPT CONTINUED TO GROW AT A RATE SLOWER THAN PREVIOUS YRS. THE EXTERNAL SECTOR WAS HIT PARTICULARLY HARD BY A DECLINE IN OIL EXPORT REVENUES (-17%), FOREIGN TOURISM REVENUES (-20%). AS A RESULT THE EXTERNAL DEBT ROSE TO ABOUT \$40 BN, ARREARS IN REPAYMENT CONTINUED TO ACCUMULATE, AND MOST TRAD'L TRADING PARTNERS RESTRICTED OR STOPPED NEW EXPORT FINANCING OFFERS. EGYPT'S IMPORTS DECLINED BY ABOUT 17% FM THE PREVIOUS YRS; IMPORTS FM CDA WERE DOWN ABOUT THE SAME AMOUNT. THERE WAS ALSO A NOTICEABLE SLOWDOWN IN THE RATE OF SIGNING OF NEW CAPITAL PROJ. IMPORTS. DURING THIS PERIOD THE GOVT OF EGYPT TOOK A NUMBER OF MEASURES TO FACE THE CRISIS. A CUSTOMS REFORM IN SUMMER '86 ESTABLISHED A LIST OF 210 PROD. GROUPINGS PROHIBITED IMPORT; CENTRAL CONTROLS WERE TIGHTENED ON NEW BORROWING BY GOVT AGENCIES; AND THE GOVT BEGAN TO MAKE EFFORTS TO ARRIVE AT AN ECON. RESTRUCTURING AGREEMENT WITH THE IMF, PRESUMABLY WITH A VIEW TOWARDS A PARIS CLUB RESCHEDULING IN EARLY '87. THE TRADE OUTLOOK FOR F/Y '87/88 WILL BE INFLUENCED BY THE FATE OF THE EXPECTED DEBT RESTRUCTURING NEGOTIATIONS, WHICH THEMSELVES WILL AFFECT THE FINAL SHAPE OF THE NEXT NAT'L FIVE YEAR PLAN, DUE TO BE UNVEILED ON 30 JUNE. THE FOLLOWING FORECASTS ARE THEREFORE TENTATIVE: 1) IN THE FIELD OF ESSENTIAL STAPLES SOLD THROUGH GOVT MONOPOLY IMPORT/DISTRIBUTION CHANNELS, SUCH AS WHEAT, TALLOW, FISH, EDIBLE OILS, NEWSPRINT, AND TOBACCO, IMPORTS ARE LIKELY TO DECLINE ONLY MARGINALLY, AND THE FACT MOST AFFECTING CDN EXPORTERS' SUCCESS WILL CONTINUE TO BE PRICE, AS WILL BE THE CASE ALSO WITH LUMBER, WHICH IS SOLD TO PRIVATE SECTOR. 2) EGYPT & CAPITAL GOODS CONTRACTED WITH GOVT AGENCIES LIKE EGYPTIAN ELECTRICAL AUTHORITY ARE LIKELY TO SUFFER MOST UNDER THE STRICTURES EXPECTED TO BE IMPOSED UNDER THE ECON. RESTRUCTURING PLAN AGREED WITH THE IMF & LENDERS. CDA DOES NOT OFFER A STRONG PROGRAMME OF MIXED CREDIT WHICH WOULD BE COMPETITIVE IN TERMS AND IN OPERATIONAL FLEXIBILITY WITH THE ANNUAL PROTOCOLS AND AID PROGRAMMES OFFERED BY THE US AND OUR EUROPEAN COMPETITORS. THIS HANDICAP WILL BECOME IMPORTANT ONCE THE EUROPEANS REOPEN CREDIT. 3) MORE DIFFICULT TO PREDICT IS THE OUTLOOK FOR SALES OF EGPT AND SUPPLIES TO THE EGYPTIAN PRIVATE SECTOR. UNDER THE COMING FIVE YEAR PLAN THE GOVT IS LIKELY TO PROPOSE AN INCREASED PARTICIPATION BY THE PRIVATE SECTOR, WHICH CURRENTLY ACCOUNTS FOR ONLY 1/3 OF INDUSTRIAL OUTPUT. WHETHER THE PRIVATE SECTOR RESPONDS WILL DEPEND ON THEIR CONFIDENCE IN THE GOVT AND THE ECON. ENVIRONMENT IT FOSTERS. 4) IN SUMMARY, EGYPT WILL CONTINUE TO BE A PERMANENT MARKET FOR THE RAW MATERIALS IT LACKS, AND (PERHAPS AFTER A DIP) A DEPENDABLE MARKET FOR CAPITAL EQUIPMENT SUCH AS ELECTRIC POWER EQUIPMENT, OIL AND GAS EQUIPMENT, COMPUTER EQUIPMENT.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: MIDDLE EAST

Mission: 341 CAIRO

Market: 564 ARAB REPUBLIC OF EGYPT

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

## 1. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: OIL & GAS EXPLORATION & PRODUCTION, INCLUDING THE BUILDING OF REFINERIES WILL CONTINUE, ALTHOUGH PERHAPS AT A SOMEWHAT SLOWER PACE. CDN EXPERTISE IS JUST BECOMING KNOWN IN THE GENERATION & DISTR. OF POWER

## 2. 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

REASONS: THIS IS AN EGYPTIAN PRIORITY AND CANADIAN COMPANIES ARE BECOMING ESTABLISHED.

## 3. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: EGYPT IS EMPHASIZING FOOD PRODUCTION AND LAND RECLAMATION. CANADIAN FIRMS SHOULD BE WELL PLACED TO CAPITALIZE ON THIS GROWING MARKET.

## 4. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: EGYPT HAS THE LARGEST FORCE IN THE M.E. AND IS UNDERGOING A MASSIVE MODERNIZATION PROGRAMME. THERE ARE DIFFICULTIES (U.S. AND FMS) BUT NUMEROUS OPPORTUNITIES EXIST.

## 5. 003 GRAINS AND OILSEEDS

REASONS: CANADA IS A SUPPLIER OF WHEAT. THERE IS OPPORTUNITY FOR GROWTH. THE CANOLA MARKET SHOULD BE MASSIVE.

## 6. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: CANADIAN EXPERTISE IS GRADUALLY BECOMING KNOWN. EGYPT IS DIVERSIFYING ITS SUPPLIER BASE, BOTH CIVILIAN AND MILITARY OPPORTUNITIES EXIST.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 003 GRAINS AND OILSEEDS
2. 007 POWER & ENERGY EQUIP. & SERV.
3. 011 OIL & GAS EQUIPMENT, SERVICES
4. 005 COMM. & INFORM. EQP. & SERV
5. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 341 CAIRO

Market: 564 ARAB REPUBLIC OF EGYPT

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 016 AGRICULTURE MACH, EQUIP, TOOLS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.50M	\$ 0.20M	\$ 0.15M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	25 %
ii) 553 UNION OF SOVIET SOC REP	20 %
iii) 035 ROMANIA	20 %
iv) 029 BULGARIA	20 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) WATER DESALINATION	\$ 15.00 M
ii) TRACTORS	\$ 10.00 M
iii) DAIRY MACHINES	\$ 10.00 M
iv) ROD WEEDERS	\$ 5.00 M

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

i) Project Name: EXPANDING PRIVATE SECTOR PARTICIPATION  
IN DAIRY SECTOR

Approximate Value: \$ 60M M

Financing Source: 023 EDC

For further info. please contact:

M. GAZHAL CAIRO TLX# (91) 9-2677

ii) Project Name: NEW 5 YEAR PLAN TO EMPHASIZE  
AGRICULTURAL SECTOR

Approximate Value: \$ M

Financing Source: 011 CIDA 023 EDC

For further info. please contact:

ARCHAMBAULT/GAZHAL CAIRO TLX#(91)9-2677

## Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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
- non competitive pricing
- non competitive financing from Canada
- the unsuitability of Canadian products for this market
- other factor(s) described by the Trade Office as follows:

WITH INTRODUCTION OF LAND RECLAMATION FARMS WILL BE LARGER AND  
THUS MORE SUITABLE TO CANADIAN-MADE EQUIPMENT.

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
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- the availability of competitive Canadian financing

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: PAST POST ACTIVITIES HAVE MADE SOME IN-ROADS BUT WE WERE AHEAD OF THE MARKET AND THE EGYPTIAN PLAN IMPLEMENTATION.

Results Expected: AS EGYPTIAN PLANS GO FORWARD, APPOINTMENT OF MORE AGENTS.

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 CANADIAN MANUFACTURERS TO VISIT MARKET AND APPOINT AGENTS.

Results Expected: TO BE ON THE SCENE WHEN THE MARKET EXPANDS.

## Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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: VISIT NEWLY ESTABLISHED AGRICULTURAL MACHINERY CENTRES BEING ESTABLISHED.

Results Expected: OPEN DOORS FOR CANADIAN COMPANIES AND GATHER INTELLIGENCE.

## Export and Investment Promotion Planning System

.87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 341 CAIRO

Market: 564 ARAB REPUBLIC OF EGYPT

Sector: 003 GRAINS AND OILSEEDS

Subsector: 032 OILSEEDS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 50.00M	\$ 40.00M	\$ 35.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 609 EUROPEAN COMMON MARKET C	025 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

i) CANOLA OIL AND SEED

Current Total Imports  
In Canadian \$  
\$ 25.00 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

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-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

CANOLA OIL NOT YET APPROVED FOR IMPORT.

## Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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:

- No factors reported by mission

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

Activity: POST BEGAN EFFORTS TO HAVE CANOLA APPROVED FOR IMPORTATION APPROXIMATELY 5 YEARS AGO. EFFORTS CONTINUE. CERTIFICATION BY HEALTH OFFICIALS AND FINAL APPROVAL STILL REQUIRED

Results Expected: CANOLA TO BE APPROVED FOR IMPORT INTO EGYPT

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: VISITS TO CANADA BY EGYPTIAN AUTHORITIES.

Results Expected: CANOLA TO BE PROVEN TO BE SAFE.

Activity: PRESSURE ON MINISTER OF HEALTH

Results Expected: CANOLA APPROVAL



## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 341 CAIRO

Market: 564 ARAB REPUBLIC OF EGYPT

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4000.00M	\$ 3500.00M	\$ 3000.00M	\$ 2500.00M
Canadian Exports \$	50.00M	\$ 20.00M	\$ 20.00M	\$ 100.00M
Canadian Share of Import Market	1.00%	1.00%	1.00%	4.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	75 %
ii) 051 UNITED KINGDOM	10 %
iii) 112 FRANCE	5 %
iv) 499 SPAIN	2 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects

## Current Total Imports

i) AIRCRAFT	In Canadian \$
ii) SECURITY	\$ 200.00 M
iii) HITECH CONTROL	\$ 50.00 M
	\$ 20.00 M

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

i) Project Name: MODERNIZATION OF ARMY  
Approximate Value: \$ 1000 M  
Financing Source: 023 EDC  
For further info. please contact:  
R. LOGIE CAIRO TLX # (91)9-2677

ii) Project Name: MODERNIZATION OF NAVY  
Approximate Value: \$ 1000 M  
Financing Source: 023 EDC  
For further info. please contact:  
R. LOGIE CAIRO TLX#(91)9-2677

## Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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

iii) Project Name: RE-EQUIPMENT OF AIR FORCE  
 Approximate Value: \$ 200 M  
 Financing Source: 023 EDC  
 For further info. please contact:  
 R. LOGIE CAIRO TLX# (91)9-2677

iv) Project Name: AIRPORT SECURITY SYSTEMS  
 Approximate Value: \$ 100 M  
 Financing Source: 023 EDC  
 For further info. please contact:  
 R. LOGIE CAIRO TLX#(91) 9-2677

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

- exports of certain products or services to this country are subject to Canadian export controls
- 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:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

U. S. FOREIGN MILITARY SALES AND SOFT FINANCING OFFERED BY COMPETITORS

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- the availability of competitive Canadian financing

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: MARKET IS GROWING AND U. S. FIRMS WILL NOT KEEP PACE .  
 ENCOURAGE CANADIAN FIRMS TO CONTINUE MARKETING EFFORTS.

Results Expected: MARKET TO OPEN TO OTHER THAN U. S. FIRMS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 341 CAIRO

Market: 564 ARAB REPUBLIC OF EGYPT

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	100.00M	\$ 60.00M	\$ 150.00M	\$ 120.00M
Canadian Exports \$	2.50M	\$ 0.40M	\$ 1.30M	\$ 1.40M
Canadian Share	2.50%	0.70%	0.80%	1.20%

of Import Market

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	30 %
ii) 112 FRANCE	25 %
iii) 507 SWEDEN	20 %
iv) 265 JAPAN	15 %
v) 128 GERMANY WEST	5 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports	
In Canadian \$	
i) MICROWAVE EQUIPMENT	\$ 100.00 M
ii) SCADA EQUIPMENT	\$ 50.00 M
iii) INFORMATICS	\$ 10.00 M

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 moderate
- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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
- non competitive pricing
- non competitive financing from Canada
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

CANADA WAS LATE COMING TO THE MARKET. MUST NOW OVERCOME BIAS TOWARDS COMPETITORS' PRODUCTS.

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
- strong sectoral capability in Canada

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: VISIT TO CANADA BY SENIOR EGYPTIAN OFFICIALS AS GUESTS OF PROVINCES, GOVERNMENT, AND COMPANIES.

Results Expected: FAMILIARIZATION WITH CANADIAN PRODUCTS

Activity: ENCOURAGE MORE TRAINING FOR EGYPTIANS IN CANADA.

Results Expected: FAMILIARIZATION WITH CANADIAN PRODUCTS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 341 CAIRO

Market: 564 ARAB REPUBLIC OF EGYPT

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	90.00M	\$ 100.00M	\$ 25.00M	\$ 50.00M
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 609 EUROPEAN COMMON MARKET C	000 %
iii) 265 JAPAN	000 %
iv) 112 FRANCE	000 %
v) 128 GERMANY WEST	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CABLE SUPPLY/INSTALLATION	\$ 70.00 M
ii) 500KV SUBSTAT.	\$ 20.00 M
iii) CONSULTANCY	\$ 15.00 M
iv) TRAINING PROGRAMME	\$ 12.50 M
v) THERMAL BOILER	\$ 30.00 M
vi) HYDRO/ELECTRIC TURBINE	\$ 0.00 M
vii) HYDRO/ELECTRIC SERVICES	\$ 0.00 M
viii) NUCLEAR REACTOR	\$ 1500.00 M

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

i) Project Name: NUCLEAR REACTOR  
Approximate Value: \$ 1500 M  
Financing Source: 023 EDC  
For further info. please contact:  
R. LOGIE CAIRO TLX#(91)9-2677

## Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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

ii) Project Name: SUPPLY OF 66KV/220KV PIPE-TYPE CABLE

Approximate Value: \$ M

Financing Source: 028 TO/DETER

For further info. please contact:

R. HARWOOD CAIRO TLX#(91)9-2677

iii) Project Name: SUPPLY OF 500KV SUBSTATION UNITS

Approximate Value: \$ M

Financing Source: 028 TO/DETER

For further info. please contact:

R. HARWOOD CAIRO TLX#991)9-2677

iv) Project Name: PROJECT FEASIBILITY/CONSULTANCY STUDY &  
TRANSMISSION TRAINING PROGRAM

Approximate Value: \$ M

Financing Source: 028 TO/DETER

For further info. please contact:

R. HARWOOD CAIRO TLX#(91)9-2677

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
- approval of technical standards can present problems in the case of some imported products

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:

- 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
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- 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 availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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: DEPENDING ON EGYPT'S ECONOMIC SITUATION, PUT IN PLACE EDC/CIDA GENERAL DEVELOPMENT LINE OF CREDIT .

Results Expected: GDLOC SIGNATURE COULD ENSURE ONE CDN CONTRACT WORTH \$23M

Activity: CONTINUE EFFORTS TO OBTAIN AND ANALYZE INFO ON NEW 5 YEAR PLAN AND NEW FUNDING ALLOCATIONS UNDER IBRD/ADB.

Results Expected: OFFERS ADVANCE NOTICE OF OPPORTUNITIES TO CDN COMPANIES & ALLOWS NEEDED TIME FOR EFFECTIVE BIDDING.

Activity: CONTINUE SYSTEM OF REGULAR FOLLOW-UP WITH OFFICIALS TO ENSURE SMOOTH CONTRACT/TENDER PROGRESS FOR ACTIVE CDN COMPANIES AND/OR TO FIND NEW OPPORTUNITIES.

Results Expected: ENSURES COMPETITOR INTERFERENCE IS CHECKED THEREBY PROTECTING STATUS OF CDN BIDS.

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: INCLUSION OF ENERGY TRANSMISSION/GENERATION PROFILE IN PROMOTIONAL/INFORMATIONAL BROCHURES LIKE ECBC NEWSLETTER DOING BUSINESS IN EGYPT, ETC.

Results Expected: INFORMS CDN COMPANIES/GOVERNMENT DEPARTMENTS - ENCOURAGES INVESTIGATION OF THIS MARKET AND OFFERS VALUABLE "HOW TO " INFORMATION.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 341 CAIRO

Market: 564 ARAB REPUBLIC OF EGYPT

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 250.00M	\$ 20.00M	\$ 200.00M
Canadian Exports \$	6.00M	\$ 3.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	3.00%	1.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	40 %
ii) 237 ITALY	30 %
iii) 112 FRANCE	15 %
iv) 128 GERMANY WEST	10 %
v) 265 JAPAN	5 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

In Canadian \$

i) CONSULTING ENG.	\$ 5.00 M
ii) PIPELINE CONSTRUCTION	\$ 10.00 M
iii) TELECOMMUNICATIONS	\$ 5.00 M
iv) TRAINING	\$ 1.00 M
v) OIL POLLUTION EQUIP.	\$ 2.00 M
vi) PIPE AND TUBING	\$ 3.00 M
vii) CATHODIC PROTECTION	\$ 2.00 M
viii) ELECTRICAL - REFINING	\$ 5.00 M
ix) BOILERS - REFINING	\$ 5.00 M

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

- i) Project Name: SUEZ REFINERY EXPANSION  
Approximate Value: \$ 14 M  
Financing Source: 023 EDC  
For further info. please contact:  
R. HARWOOD CAIRO TLX#(91)9-2677



## Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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

ii) Project Name: OILS SPILL CONTINGENCY PLAN  
 Approximate Value: \$ 3 M  
 Financing Source: 011 CIDA 023 EDC  
 For further info. please contact:  
 R. HARWOOD CAIRO TLX#99109-2677

iii) Project Name: FUTURE OIL&GAS PIPELINE CONSTRUCTION  
 Approximate Value: \$ 10 M  
 Financing Source: 012 DOM 023 EDC  
 For further info. please contact:  
 R. HARWOOD CAIRO TLX#(9109-2677)

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:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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 missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: FOLLOW-UP WITH ENPPI REGARDING THE SENDING OF TWO PERSONNEL TO CANADA TO EVALUATE PETROLEUM RELATED TRAINING FACILITIES.

Results Expected: POSSIBLE CONTRACT FOR TRAINING IN CANADA OR ON SITE EGYPT.

## Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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: GATHER MARKET INTELLIGENCE ON MAJOR AREAS OF EXPANSION PLANNED BY EGPC IN THE NEW 5 YEAR PLAN 1987/1990.

Results Expected: PROVIDE CANADIAN COMPANIES WITH RELATIVE INFO ON EGPC PLANNED ACTIVITIES.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 341 CAIRO		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING VISITORS FM EGYPT & SUDAN TO WEST. CDA FARM PROG.	REGINA	0687
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 341 CAIRO		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING MISS. FOLLOWING 4TH GULF SAFETY SEC'TY & FIRE SHOW CAIRO		0089
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING COMPUTER TECHN. MISS. TO GULF, JORDAN, SYRIA & EGYPT CAIRO/ALEXANDRIA		0089
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING INCOMING VISITORS FROM EGYPT TO INTERCAN	EDMONTON	0089

## Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 342 TEL AVIV

Country: 232 ISRAEL

THE ECONOMIC STABILIZATION POLICY (ESP) IMPLEMENTED IN JULY 1985 WAVED OFF IMMIMENT ECONOMIC COLLAPSE, BUT AFTER ONE YEAR THERE ARE INDICATIONS THAT EVEN HARSHER MEASURES MAY HAVE TO BE INTRODUCED IF ANOTHER CYCLE OF DEVALUATION AND HYPERINFLATION IS TO BE AVOIDED. ALTHOUGH THE ESP BROUGHT INFLATION DOWN FROM 1000% TO ABOUT 20% IN ONE YEAR WITH NO SIGNIFICANT INCREASE IN UNEMPLOYMENT, SUCCESS WAS ACHIEVED IN LARGE MEASURE BY VIRTUE OF INFUSION OF US AID AND A FORTUITOUS FALL IN PETROLEUM PRICES. THE STRUCTURED IMBALANCES IN THE ISRAELI ECONOMY - LARGE DEFICITS, CONFISCATORY TAXATION, GOVERNMENT MONOPOLIZATION OF THE CAPITAL MARKETS - HAVE NOT BEEN EFFECTIVELY ADDRESSED. THE PERENNIAL REQUIREMENT FOR A HIGH LEVEL OF MILITARY SPENDING (AT LEAST 25% OF GNP) COMBINED WITH A PERIOD DURING WHICH DEBT REPAYMENTS WILL, UNLESS RESCHEDULED, BE PARTICULARLY HEAVY, MAY MEAN THAT NEITHER GOVT SPENDING NOR TAXATION LEVELS (60% OF GNP) CAN BE MUCH REDUCED. THERE IS A DANGER THAT PERSISTENT TRADE AND BUDGETARY DEFICITS WILL LEAD AGAIN TO DEVALUATIONS AND HYPER-INFLATION. DESPITE A CONTRACTION IN THE ECONOMY AND A FALL IN OIL PRICES, ISRAELI IMPORTS ROSE 17% IN 1986. UNFORTUNATELY, MOST OF THIS INCREASE WAS SOURCED IN THE US AND EC WITH BOTH OF WHICH ISRAEL HAS FREE OR PREFERENTIAL TRADE AGREEMENTS. CDN TRADE WITH ISRAEL IN 1986 MOVED INTO A DEFICIT POSITION FOR THE FIRST TIME, LARGELY BECAUSE OF REDUCED BARLEY PURCHASES FROM CDA. THE IMPOSITION OF A BUY-BACK REQUIREMENT TO COMPENSATE FOR ISRAELI BARLEY PURCHASES IS AN IRRITANT WHICH MAY REQUIRE INCREASED INTERVENTION BY THE POST. FAIR PROSPECTS DO EXIST FOR SALES OF CAPITAL GOODS. AS FOREIGN EXCHANGE REGULATIONS LIMIT OR PROHIBIT OUTFLOWS OF INVESTMENT CAPITAL FROM ISRAEL, AND AS EXPORT OF CAPITAL WOULD IN ANY CASE BE DEEMED UNPATRIOTIC, THE POST HAS ADOPTED THE STRATEGY OF LINKING OUR INVESTMENT DEVELOPMENT EFFORTS TO TECH. TRANSFER. WE ARE INCREASINGLY INVOLVED WITH THE PROMOTION OF JOINT VENTURES IN CDA BASED ON ISRAELI TECH. AND CDN CAPITAL. A MEMORANDUM OF AGREEMENT COVERING SUPPORT FOR JOINT R&D EFFORTS WAS SIGNED IN 1986 & WILL BE THE BASIS OF A GROWING LEVEL OF WORKLOAD DEVOTED TO ENCOURAGING JOINT PRODUCT DEVELOPMENT. CYPRUS OFFERS A GROWING NUMBER OF PROJECTS WITH WHICH CDN SUPPLIERS SHLD BE INVOLVED. A LOW RATE OF RESPONSE BY CDN FIRMS & THE AVAILABILITY OF EXTREMELY CHEAP FINANCING FROM EC SOURCES HAVE MAINTAINED OUR STATUS OF MARGINAL SUPPLIER TO THIS INCREASINGLY PROSPEROUS COUNTRY. THE POST WILL CONTINUE TO TRY TO INTEREST CDN FIRMS IN OPPORTUNITIES, USUALLY CAPITAL PROJECTS, AS THEY ARISE & WILL ENCOURAGE CDN BUSINESSES TO ESTABLISH A PRESENCE IN CYPRUS TO SERVICE THE ISLAND AND AS A BASE FOR THE ENTIRE REGION.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: MIDDLE EAST

Mission: 342 TEL AVIV

Market: 232 ISRAEL

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: PLANS FOR SECOND INTERNATIONAL AIRPORT, SUBURBAN RAPID TRANSIT, RAILNET EXPANSION WELL DEVELOPED.

2. 012 PETROCHEM &amp; CHEM PROD, EGP, SERV

REASONS: EXPANSION PLANNED. CANADIAN EXPERTISE ACKNOWLEDGED. EDC WOULD CONSIDER FINANCING.

3. 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

REASONS: PROJECTED REQUIREMENT FOR 2000-3000 MW ADDITIONAL INSTALLED CAPACITY BY YEAR 2000. PLANS FOR UP TO 100MW TO BE FROM WINDPOWER. EDC AMENABLE.

4. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: CATV NETWORK TO BE LAUNCHED IN 1987.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 003 GRAINS AND OILSEEDS

2. 010 MINE, METAL, MINERAL PROD &amp; SRV

3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

4. 006 ELECTRONICS EQUIP. &amp; SERV

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 342 TEL AVIV

Market: 232 ISRAEL

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 054 COMPUTERS, SOFTWARE &amp; SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 250.00M	\$ 362.00M	\$ 342.00M
Canadian Exports \$	2.00M	\$ 2.00M	\$ 3.80M	\$ 3.30M
Canadian Share of Import Market	0.66%	0.80%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	054 %
ii) 051 UNITED KINGDOM	010 %
iii) 128 GERMANY WEST	009 %
iv) 237 ITALY	006 %
v) 512 SWITZERLAND	005 %
vi) 354 NETHERLANDS	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) MACHINE READABLE PASSPORT SYSTEM.	\$ 0.00 M

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:

- the apparent limited sectoral capability in Canada compared to other competing export countries

## Export and Investment Promotion Planning System

MISSION: 342 TEL AVIV

COUNTRY: 232 ISRAEL

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:

- No factors reported by mission

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: INVESTIGATE APPLICATION OF MRP SYSTEM TO I. D. CARDS FOR LARGE EMPLOYERS.

Results Expected: EXPANSION OF MARKET POTENTIAL. INTRODUCE SYSTEM TO LARGE CORP.

Activity: IDENTIFY OTHER MARKET OPPORTUNITIES FOR ELECTRONICS EQUIPMENT.

Results Expected: DEVELOP NEW MARKETS FOR CANADIAN PRODUCTS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 342 TEL AVIV

Market: 232 ISRAEL

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

Subsector: 055 BROADCASTING (INC CATV)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	15.00M	\$ 0.30M	\$ 1.50M	\$ 0.00M
Canadian Exports \$	1.50M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	10.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 112 FRANCE	030 %
ii) 128 GERMANY WEST	030 %
iii) 354 NETHERLANDS	015 %
iv) 051 UNITED KINGDOM	010 %
v) 577 UNITED STATES OF AMERICA	005 %
vi) 434 TAIWAN	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$  
\$ 0.30 M

i) CATV EQUIPMENT

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

i) Project Name: CATV NETWORK

Approximate Value: \$ 40 M

Financing Source: 023 EDC

For further info. please contact:

B. FYNNE TLX 606-341293



## Export and Investment Promotion Planning System

MISSION: 342 TEL AVIV

COUNTRY: 232 ISRAEL

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:

- 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:

- No factors reported by mission

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: IDENTIFY CATV OPERATORS AS GOVERNMENT FRANCHISES AWARDED DURING 1987.

Results Expected: IDENTIFICATION OF POTENTIAL BUYERS AND MARKET POTENTIAL.

Activity: INVESTIGATE POTENTIAL FOR CONSULTING SERVICES FOR INSTALLATION TECHNIQUES AND OPERATING PROCEDURES AND ADVISE CANADIAN SUPPLIERS

Results Expected: EXPAND MARKET BEYOND SUPPLY OF HARDWARE.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 342 TEL AVIV

Market: 232 ISRAEL

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 072 THERMAL

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	11.00M	\$ 1.00M	\$ 17.00M	\$ 40.00M
Canadian Exports \$	8.00M	\$ 0.40M	\$ 0.36M	\$ 3.00M
Canadian Share of Import Market	75.00%	40.00%	2.00%	7.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

000 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

5-15 \$M

Current status of Canadian exports:

Small but expanding

Products/services for which there are  
good market prospectsCurrent Total Imports  
In Canadian \$

i) POWER BOILERS

\$ 1.00 M

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:

- non competitive pricing
- non competitive financing from Canada

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:

- competitive export pricing for this market
- the availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 342 TEL AVIV

COUNTRY: 232 ISRAEL

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: PROVIDE SOURCE RECOMMENDATIONS TO ELECTRICAL UTILITY IF LONG DEFERRED 2 X 55MW THERMAL STATION PROJECT RE-ACTIVATED. OPTIONS EXPIRED ON AN ESTIMATED US\$3M AUXILIARY EQUIPMENT WHICH WILL BE RE-TENDERED.

Results Expected: RENEWED MARKET POTENTIAL.

Activity: DISCUSS WITH OIL REFINERIES PERSONNEL PURCHASE OF THIRD BOILER TO OBVIATE USE OF ANTIQUATED UNIT WHEN OPERATING BOILERS DOWN FOR MAINTENANCE.

Results Expected: POSSIBLE SUPPLY OF THIRD BOILER FROM CANADA IN ADDITION TO THOSE SUPPLIED TWO YEARS AGO.

Activity: DISCUSS STATUS OF PLANNING FOR INDUSTRIAL BOILERS WITH VARIOUS POTENTIAL CLIENTS.

Results Expected: DEFINED MARKET POTENTIAL.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 342 TEL AVIV

Market: 232 ISRAEL

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 082 URBAN TRANSIT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

## Major Competing Countries

## Market Share

i) 609 EUROPEAN COMMON MARKET C	000 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 265 JAPAN	000 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 30-60 \$M

## Current status of Canadian exports:

Products/services for which there are  
good market prospects

## Current Total Imports

In Canadian \$

i) DETAILED DESIGN	\$ 0.00 M
ii) ROLLING STOCK	\$ 0.00 M
iii) SIGNALLING EQUIPMENT	\$ 0.00 M
iv) TRACK	\$ 0.00 M

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

- i) Project Name: SUBURBAN TRANSIT SYSTEM (RAIL)  
Approximate Value: \$ 40 M  
Financing Source: 028 TO/DETER  
For further info. please contact:  
B. FYNNE (EMB) TLX:606-342293

## Export and Investment Promotion Planning System

MISSION: 342 TEL AVIV

COUNTRY: 232 ISRAEL

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:

- No factors reported by mission

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:

- No factors reported by mission

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: IDENTIFY OPPORTUNITIES FOR CDN. SUPPLIERS TO PROVIDE MGT CONSULTING SERVICES TO SUBURBAN TRANSIT AUTHORITY.

Results Expected: POTENTIAL TURNKEY PROJECT.

Activity: OBTAIN EQUIPMENT SPECS, DETERMINE SOURCES, ENSURE CANADIAN SUPPLIERS ARE INCLUDED ON BIDDER LISTS.

Results Expected: DEFINED MARKET POTENTIAL AND CANADIAN POSITION. INVOLVEMENT OF EDC.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 342 TEL AVIV

Market: 232 ISRAEL

Sector: 012 PETROCHEM &amp; CHEM PROD, EGP, SERV

Subsector: 122 EQUIPMENT &amp; MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	30.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	2.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	7.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

- |                                  |       |
|----------------------------------|-------|
| i) 128 GERMANY WEST              | 000 % |
| ii) 577 UNITED STATES OF AMERICA | 000 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) POLYPROPYLENE PLANT	\$ 25.00 M
ii) POLYPROPYLENE KNOW HOW	\$ 0.00 M
iii) POLYPROPYLENE BASIC ENGINEERING	\$ 0.00 M

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

- i) Project Name: POLYPROPYLENE PLANT  
Approximate Value: \$ 30 M  
Financing Source: 028 TO/DETER  
For further info. please contact:

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

## Export and Investment Promotion Planning System

MISSION: 342 TEL AVIV

COUNTRY: 232 ISRAEL

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

- No factors reported by mission

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:

- No factors reported by mission

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

Activity: NEW PROJECT—CONTINUE TO MONITOR PROJECT DEVELOPMENT AND INFORM CANADIAN SUPPLIERS OF MARKET OPPORTUNITY.

Results Expected: INTRODUCE CANADIAN SUPPLIERS TO MARKET.

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: IDENTIFY CDN SUPPLIERS FOR POLYPROPYLENE PLANT EXPANSION PROJECT AND ATTEMPT TO OBTAIN PROJECT FOR CANADIAN SUPPLIERS ONLY ON TURNKEY BASIS.

Results Expected: POSSIBLE BASIS FOR TURNKEY PROJECT.

Activity: IDENTIFY EQUIPMENT REQUIREMENTS AND DETERMINE SUPPLY POTENTIAL.

Results Expected: ENABLE CO-ORDINATION WITH EDC AS BASIS FOR LOAN OFFER.

Activity: IDENTIFY ENGINEERING FIRMS HAVING REQUIRED CAPABILITY.

Results Expected: DEVELOP SPECIFICATIONS IN CO-ORDINATION WITH SUPPLIERS AND KNOW-HOW SOURCE.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		

Mission: 342 TEL AVIV

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

020 MISSION OUTGOING TELECOM & ELECTRONICS	TEL AVIV	0388
---	----------	------

Sector: 012 PETROCHEM &amp; CHEM PROD, EGP, SERV

020 MISSION OUTGOING PETROCHEMICAL	TEL AVIV	0487
---------------------------------------	----------	------

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		

Mission: 342 TEL AVIV

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

020 MISSION OUTGOING MEDAX MEDICAL EQUIPMENT	TEL AVIV	0588
---	----------	------



## Export and Investment Promotion Planning System

## 87/88 Trade and Economic Overview

Mission: 346 BAGHDAD

Country: 305 IRAQ

THERE ARE TWO FUNDAMENTAL FACTORS WHICH AFFECT CURRENT CONDITIONS IN THE IRAQI ECON.; THE WAR WITH IRAN AND THE DRASTIC LOSS OF OIL REVENUE BROUGHT UPON BY THE FALL IN THE PRICE OF OIL & THE CONCOMITANT FALL OF THE US\$. 1. COST OF WAR EFFORT: VARIOUS REPORTS ESTIMATE THAT THE COST TO IRAQ OF ITS CONDUCT OF THE WAR WITH IRAN IS RUNNING CLOSE TO US\$1BN PER MONTH. AS A RESULT, IMPORT PRIORITIES HAVE BEEN SHIFTED TOWARDS ARMAMENTS AND OTHER GOODS & SERVICES REQUIRED TO SUPPORT THE WAR EFFORT. 2. PRICE OF OIL/VALUE OF US\$: THE PRICE OF A BARREL OF OIL FELL DRASTICALLY FM USD 28 PER BARREL IN THE FALL OF 1985 TO AROUND USD 7 IN THE SUMMER OF 1986. THIS COMBINED WITH THE DROP IN THE VALUE OF THE US\$ OVER THE SAME PERIOD OF TIME CAUSED AN ADD'L AND SEVERE DROP IN REVENUES FOR IRAQ. OIL PROD'N REMAINED STEADY AT AROUND 2 MN BARRELS PER DAY & EXPORTS WERE AROUND THE 1.3 TO 1.4 MN BARRELS PER DAY LEVEL. EXTENSIVE CONSTRUCTION EFFORTS THROUGH 1986-87 WILL SEE THE ENHANCEMENT OF THROUGHPUT CAPABILITIES OF THE TURKISH AND SAUDI PIPELINES WHICH WILL INCREASE IRAQI OIL EXPORTS BY THE MIDDLE OF 1987 UP TO 2.5 MN BARRELS PER DAY (MBD) TOTAL PROD'N WILL ALSO BE INCREASED TO AROUND 3.1 MBD. THESE DEV. SHLD HELP TO ENHANCE IRAQI REVENUES WHICH WILL ASSIST IRAQ TO PAY OUTSTANDING DEBT AND IMPROVE ITS IMPORT SITUATION. 3. IMPORTS: IN 1986 IRAQI IMPORTS (NON MILITARY) STOOD AT APPROX. US\$10 BN. THIS WAS A DROP FM US\$12.3 BN IN 1985. ADD'N REDUCTIONS OF IMPORTS FOR 1987 HAVE BEEN ANNOUNCED BY IRAQI OFFICIALS. 4. PAYMENTS: IRAQ IS IN A SEVERE FINANCIAL CRISIS WHICH HAS CAUSED IT TO RENEGE ON PAYMENTS FOR OUTSTANDING SHORT TERM DEBT. THIS INCLUDES BOTH CONFIRMED & UNCONFIRMED LETTERS OF CREDIT. IRAQ IS APPROACHING ALL OF ITS MAJOR CREDITORS ON A BILATERAL LEVEL ASKING FOR RESCHEDULING OF ALL OF ITS SHORT TERM DEBT. LONG TERM DEBT ALSO RESCHEDULED; MAJOR REPAYMENTS HUMP NOW LOOMING IN 1988-89. ANOTHER ASPECT OF THIS CRISIS IS THE REQUIREMENT FOR DEFERRED PAYMENTS WHICH THE IRAQIS ARE NOW IMPOSING ON ALL FOREIGN SUPPLIERS. FOR NEW CONTRACTS, ALL SUPPLIERS ARE REQUIRED TO QUOTE THEIR OFFERS INCLUDING TWO YRS DEFERRED PAYMENTS AT COMPETITIVE INTEREST RATES (AT OR BELOW THE LIBOR LEVEL). SUMMARY: IRAQ'S SEVERE FINANCIAL CRISIS WILL AFFECT ALL BUSINESS DEALINGS BY FOREIGN FIRMS. THERE APPEARS TO BE LITTLE CHANCE FOR ANY NEW CDN BUSINESS IN IRAQ UNLESS APPROPRIATE FINANCING IS SECURED. IF SECTION 31 REQUESTS ARE ROUTINELY APPROVED, AND /OR IF EDC IS ABLE TO EXTEND OTHER TYPES OF INSURANCE OR CREDIT, THEN CDN GOODS OR SRVCS WILL BE IN A STRONGLY COMPETITIVE POSITION IN CERTAIN PRIORITY SECTORS (SUCH AS FOODSTUFFS, CAPITAL GOODS AND EQUIPMENT, WATER TREATMENT AND IRRIGATION, POWER GENERATION, TRANSPORTATION AND TELECOMMUNICATIONS) AS DETERMINED BY THE IRAQI GOVERNMENT.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: MIDDLE EAST

Mission: 346 BAGHDAD

Market: 305 IRAQ

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

## 1. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: IRAQ HAS AN AMBITIOUS US\$2B PLAN TO INSTALL \$2M LINE TEL. NETWORK BY YEAR 2000. THERE WILL BE SIZEABLE MKT FOR PARTS & SRVC OF EXISTING NETWORK. CDN HARDWARE & SRVC IS KNOWN AND PREFERRED.

## 2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: MKT FOR SPARE PARTS FOR CDN BUILT MALIBUS IS STILL FIRM, AS IS MKT FOR G. M. TRUCKS SPARE PARTS. MKT FOR NEW VEHICLES BOTH PASSENGER CARS AND MULTI-PURPOSE TRUCKS WILL BE STRONG ONCE PAYMENTS PROB. ARE OVERCOME.

## 3. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: IRAQIS HAVE DELIB'LY STEERED ATT'N OF OUR JOINT ECON. COMMISSION TOWARDS EDUC'L SRVCS. IRAQ HAS AN EXCELLENT INFRASTRUCTURE OF TECH'L SCHOOLS WHICH REQ'RE CONSIDERABLE ASSIST. WISH TO DEAL WITH CAN.

## 4. 003 GRAINS AND OILSEEDS

REASONS: DEMAND FOR GRAINS WILL BE CONSTANT UNTIL END OF CENTURY, LONG TERM AGREEMENT WITH CDA ENSURES AT LEAST 600,000 TONS/YR. PROSPECTS FOR SALES OF OILS. ARE ENHANCED AS IRAQI'S HAVE INDICATED THEIR INTEREST

## 5. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: OIL & GAS, EGPT & SRVCS: AFTER THE BAGHDAD INTL FAIR, IT APPEARS THAT THERE ARE GOOD PROSPECTS FOR CDNS AS IRAQIS PLAN INCREASE IN PRODUCTION AND EXPORTS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 003 GRAINS AND OILSEEDS
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 010 MINE, METAL, MINERAL PROD & SRV

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 346 BAGHDAD

Market: 305 IRAQ

Sector: 003 GRAINS AND OILSEEDS

Subsector: 031 CEREAL GRAINS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 230.00M	\$ 320.00M	\$ 300.00M
Canadian Exports \$	70.00M	\$ 70.00M	\$ 50.00M	\$ 154.00M
Canadian Share of Import Market	35.00%	30.00%	15.00%	51.00%

## Major Competing Countries

## Market Share

- |                                  |       |
|----------------------------------|-------|
| i) 011 AUSTRALIA                 | 040 % |
| ii) 577 UNITED STATES OF AMERICA | 025 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

- |            |                |
|------------|----------------|
| i) WHEAT   | In Canadian \$ |
|            | \$ 75.00 M     |
| ii) BARLEY | \$ 15.00 M     |

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:

- No factors reported by mission

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
- participation in trade missions
- 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 availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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: PROVIDE FOLLOW-UP FOR CDN WHEAT BOARD IN THEIR DAILY DEALINGS WITH IRAQI CLIENTS, PARTICULARLY IN THE CASE OF DELAYED PAYMENTS

Results Expected: EXPEDITE PAYMENTS WHERE REQUIRED AND SMOOTH PROBLEMS CAUSED BY POOR COMMUNICATIONS, ETC.

Activity: ASSIST CDN INTERNATIONAL GRAIN INSTITUTE ACTIVITIES IN IRAQ WHICH INCLUDE REGULAR TRAINING COURSES FOR IRAQI OFFICIALS IN CDA, AND PERIODIC SEMINARS DEVELOPPED BY CIGI IN IRAQ.

Results Expected: THROUGH ADDITIONAL TRAINING AND SUPPORT FOR IRAQ SPECIALISTS, CAN ENHANCE PROSPECTS OF CDN GRAIN SALES TO IRAQ.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 346 BAGHDAD

Market: 305 IRAQ

Sector: 003 GRAINS AND OILSEEDS

Subsector: 032 OILSEEDS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	230.00M	\$ 220.00M	\$ 230.00M	\$ 250.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 206 INDIA	000 %
ii) 344 MALAYSIA	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports In Canadian \$
\$ 10.00 M
\$ 10.00 M

i) CANOLA MEAL  
ii) CANOLA OIL

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
- approval of technical standards can present problems in the case of some imported products

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
- non competitive pricing
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

IRAQ HAS TRADITIONALLY IMPORTED PRIMARILY PALM & SUNFLOWER OILS WHICH ARE LOWER COST THAN CANOLA. THIS, COMBINED WITH IRAQI'S LACK OF KNOWLEDGE ABOUT THE PROPERTIES & ADVANTAGES OF CANOLA HAVE COMBINED TO RETARD DEVELOPMENT OF THIS MARKET.

## Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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:

- No factors reported by mission

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.

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: WORK WITH AGRICULTURAL RESEARCH ESTABLISHMENT IN IRAQ TO IMPROVE THEIR KNOWLEDGE OF BENEFITS OF CANOLA THROUGH FIELD TRIALS, FEEDING TRIALS AND TECHNICAL SEMINARS.

Results Expected: IRAQIS WILL BEGIN TO APPRECIATE TECHNICAL AND NUTRITIONAL BENEFITS OF CANOLA WHICH COULD LED TO INITIAL IMPORTS OF MEAL AND OIL.

Activity: DEVELOP PROGRAMS JOINTLY WITH ARAB FEDERATION OF FOOD INDUSTRIES FOR TECHNICAL SEMINAR ON CULTIVATION AND USES OF CANOLA TO BE HELD AT UNSPECIFIED LOCATION IN MIDDLE EAST IN LATE 1987.

Results Expected: INTRODUCE CDN TECHNOLOGY VIS INFLUENTIAL ORGANIZATION TO MANY ARAB COUNTRIES; HELP TO INFLUENCE ARAB SPECIALIST/IMPORTERS IN FAVOUR OF CANOLA AS ALTERNATIVE TO TRAD'L OIL IMPORT

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 346 BAGHDAD

Market: 305 IRAQ

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 300.00M	\$ 200.00M	\$ 200.00M
Canadian Exports \$	70.00M	\$ 0.50M	\$ 0.10M	\$ 1.00M
Canadian Share of Import Market	20.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

- |                                  |       |
|----------------------------------|-------|
| i) 265 JAPAN                     | 045 % |
| ii) 609 EUROPEAN COMMON MARKET C | 045 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

- |                              |            |
|------------------------------|------------|
| i) PRIVATE SWITCHING NETWORK | \$ 25.00 M |
| ii) PUBLIC SWITCHING NETWORK | \$ 75.00 M |

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

- i) Project Name: FIBRE OPTIC TELEPHONE CABLE NETWORK  
CONNECTING CITIES OF BASRA & BAGHDAD

Approximate Value: \$ M

Financing Source: 013 NFR

For further info. please contact:  
EMBASSY TLX 212486

- ii) Project Name: ASSORTED TENDERS FOR PUBLIC & PRIVATE  
TELEPHONE SWITCHING SYSTEMS

Approximate Value: \$ 300 M

Financing Source: 013 NFR

For further info. please contact:  
EMBASSY TLX 212486

## Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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

- exports of certain products or services to this country are subject to Canadian export controls
- 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:

- non competitive financing from Canada
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

LACK OF CREDIT AVAILABILITY IS MOST ACUTE PROBLEM.

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
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: PURSUE MATTER OF SATELLITE GROUND RECEIVING STATION PROJECT WITH IRAQI OFFICIALS.

Results Expected: HELP TO REVIVE PROJECT WORTH OVER CDN DOLLARS 20 MILLION WHICH IS ALSO BEING CONSIDERED FOR SUPPORT UNDER SECTION 31 GOVT FINANCING.

Activity: APPLY PRESSURE ON IRAQI AUTHORITIES CONCERNING OVERDUE LETTERS OF CREDIT PAYABLE BY ROFIDAIN BANK FOR PREVIOUS SALES TO IRAQI CLIENTS IN THIS SUB SECTOR.

Results Expected: EXPEDITE PAYMENT OF OVER CDN 2 MILLION OWED AND/OR ENCOURAGE IRAQIS TO PRESENT PROPOSALS FOR RESCHEDULING/REPAYMENT TO CDN COMPANIES.

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: THERE IS OUTSTANDING INVITATION FOR IRAQI MINISTER OF TRANSPORTATION & COMMUNICATIONS TO VISIT IRAQ. VISIT EXPECTED TO TAKE PLACE IN FIRST HALF OF 1987. IRAQIS PAYING OWN EXPENSES.

Results Expected: THERE IS HOPE THAT VISIT WILL HELP STIMULATE CONCLUSIVE CHOICE OF CANADIAN TECHNOLOGY AND TRAINING.



## Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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: SUPPORT ACTIVITIES OF A MAJOR CDN SUPPLIER IN GREATER DEPTH FOLLOWING CLOSING OF THEIR BAGHDAD OFFICE.

Results Expected: PROVIDE CONTINUITY OF LOGISTICAL SUPPORT FOR THIS FIRM WHICH WAS FORCED TO CLOSE OFFICE IN IRAQ FOR FINANCIAL REASONS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 346 BAGHDAD

Market: 305 IRAQ

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 500.00M	\$ 600.00M	\$ 800.00M
Canadian Exports \$	14.00M	\$ 7.00M	\$ 7.00M	\$ 4.00M
Canadian Share of Import Market	0.02%	0.01%	0.01%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	030 %
ii) 047 BRAZIL	020 %
iii) 128 GERMANY WEST	018 %
iv) 507 SWEDEN	012 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

In Canadian \$

i) LIGHT TRUCKS	\$ 15.00 M
ii) SPARE PARTS	\$ 10.00 M
iii) AMBULANCES	\$ 10.00 M
iv) PASSENGER AUTOS	\$ 15.00 M

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

i) Project Name: 675 AMBULANCES  
Approximate Value: \$ 28 M  
Financing Source: 013 NFR  
For further info. please contact:  
EMBASSY TLX 212486

## Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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

- there are import restrictions which can present significant problems
- exports of certain products or services to this country are subject to Canadian export controls

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 financing from Canada
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

FINANCING IS KEY IN THIS SECTOR. GENERAL MOTORS OF CANADA IS WELL PLACED IN THE MARKET AND CAN ACHIEVE CONSIDERABLE SALES SUCCESS IF PUBLIC (GOVERNMENTAL) OR PRIVATE SOURCES OF FINANCING CAN BE FOUND WHICH MEET IRAQI CRITEREA.

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
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

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

Activity: IN CONJUNCTION WITH COMPANIES INVOLVED, PURSUE OVERDUE LETTERS OF CREDIT WORTH IN EXCESS OF 3 MILLION AT RAFIDAIN BANK AND IRAQI STATE ORGANIZATION FOR IMPORTS.

Results Expected: INDURE PAYMENT OF OUTSTANDING DEBTS AND DRAW PROMPT ATTENTION TOWARDS NEW LETTERS OF CREDIT WHICH WILL COME DUE IN 1987.

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: REGULAR CONTACTS WITH VARIOUS IRAQI MINISTRIES REGARDING THEIR REQUIREMENT FOR VEHICLES AND SPARE PARTS.

Results Expected: ADVISE CDN CO. ABOUT OPPORTUNITIES FOR SUPPLY OF SPARE PARTS AND/OR NEW VEHICLES & HELP CONVINCE IRAQI ORGANIZATIONS TO SEND MORE TENDERS TO CDN FIRMS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 346 BAGHDAD

Market: 305 IRAQ

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 116 MACHINERY AND EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	175.00M	\$ 150.00M	\$ 150.00M	\$ 150.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	000 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 128 GERMANY WEST	000 %
iv) 112 FRANCE	000 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are  
good market prospects

## Current Total Imports

In Canadian \$

i) OIL WELL SERVICE EQUIPMENT	\$ 15.00 M
ii) EXPLORATION EQUIPMENT	\$ 10.00 M
iii) PIPELINE EQUIPMENT	\$ 20.00 M

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

i) Project Name: IPSA II SAUDI PIPELINE EXTENTION TO PORT  
OF YANBU (REQUIREMENT FOR PIPE, EQUIP.

Approximate Value: \$ 1.4 M

Financing Source: 013 NFR

For further info. please contact:

EMBASSY TLX 212486

## Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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

- exports of certain products or services to this country are subject to Canadian export controls

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
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
CDN FIRMS IN THE SECTOR HAVE BEEN CONSPICUOUS BY THEIR ABSENCE; WHILE FINANCING & DEFERRED PAYMENTS REQUIREMENTS HAVE BEEN THE MAIN IMPEDIMENT IN THIS FIELD, OTHER REASONS INCLUDE THEIR INABILITY TO FIND LARGE JOINT-VENTURE PARTNERS FOR MAJOR PROJ. WORK

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:

- No factors reported by mission

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: DEVELOP CONTACTS AT IRAQI MINISTRY OF OIL AND ITS AFFILIATED ENTERPRISES TO IMPROVE INTELLIGENCE OF BOTH PLANS FOR DEVELOPMENT OF OIL INDUSTRY EXPLORATION, PRODUCTION AND EXPORT FACILITIES.

Results Expected: USE RESULTS TO HELP CDN FEDERAL & PROVINCIAL GOVTS TO UNDERSTAND IRAQI PLANS FOR OIL IND. AND TO ADVISE CDN CO. OF EXPECTED REQUIREMENTS FOR EQUIPMENT, PARTS, ETC.

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: SUPPORT ACTIVITIES OF CANADIAN COMPANIES SUCH AS NOWSCO WELL SERVICE LTD., WHO ARE NEW TO THE MARKET.

Results Expected: SMALL INITIAL SALES TO STIMULATE IRAQI DEMAND WHICH WOULD THEN SERVE TO ENTICE ADDITIONAL CANADIAN FIRMS INTO MARKET.

## Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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: COMPREHENSIVE REVIEW OF REQUIREMENTS OF IRAQI NATIONAL OIL COMPANY'S AND SISTER ORGANIZATIONS' REQUIREMENTS OF OIL AND GAS EQUIPMENT.

Results Expected: PRESENT FINDING TO CANADIAN COMPANIES FOR THEIR FOLLOW-UP.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 346 BAGHDAD

Market: 305 IRAQ

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 143 EDUCATIONAL SERVICES, EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size (import) \$	100.00M	\$ 100.00M	\$ 75.00M	\$ 50.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	000 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 607 COMECON	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) TRAINING PROGRAMME	\$ 0.00 M
ii) CURRICULA STUDIES	\$ 0.00 M
iii) EDUCATIONAL FEASIBILITY STUDIES	\$ 0.00 M

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
- approval of technical standards can present problems in the case of some imported products

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
- non competitive pricing
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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:

- No factors reported by mission

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: WORK WITH ARAB FEDERATION FOR FOOD INDUSTRIES TOWARDS REVIVING THE PROJECT FOR DEVELOPMENT OF A FOOD SCIENCE & TECHNOLOGY INSTITUTE FOR THE ARAB WORLD TO BE BUILT IN BAGHDAD.

Results Expected: CDN CONSULTANT TO PREPARE FEASABILITY STUDY. REVIVING PROJECT WILL LIKELY RESULT IN AWARD TO CAN. MAY ALSO LEAD TO ADDITIONAL CDN INVOLVEMENT.

Activity: DEVELOP CONTACTS AT IRAQI MINISTRY OF PLANNING WHO NOW HAVE ROLE AS CLEARING HOUSE FOR EDUCATIONAL/VOCATIONAL TRAINING REQUIREMENTS FOR ALL IRAQI MINISTRIES.

Results Expected: INCREASE AWARENESS AMONG IRAQI ABOUT CAPABILITIES OF CDN EDUCATIONAL SERV./TRAINING CO. INDUCE IRAQIS TO SEND TENDERS FOR TRAINING REQUIREMENT TO CDN FIRMS.

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: LEND ASSISTANCE TO ASSOCIATION OF COMMUNITY COLLEGES OF CDA (ACCC) IN ESTABLISHMENT OF REGIONAL OFFICE IN AMMAN (MAR 87) WHICH ALSO COVER IRAQ. FACILITATE THEIR CONTEXT WITH IRAQI ORGANIZATIONS AND OFFICIALS.

Results Expected: DEVELOP SPECIFIC PLANS FOR TRAINING PROGRAMMES BY ACCC WHICH CAN BE MARKETED IN IRAQ AND INCREASE INTEREST AMONG IRAQIS FOR COOPERATION WITH CDA.



## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 346 BAGHDAD		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS BAGHDAD INT'L FAIR, BAGHDAD, IRAQ	BAGHDAD	1187
Sector: 003 GRAINS AND OILSEEDS		
020 MISSION OUTGOING CANOLA SEED, MEAL AND OIL MARKET MISSION	BAGHDAD	0987
Sector: 005 COMM. & INFORM. EQP. & SERV		
024 MISSION INCOMING MIN. OF TRANSP. & COMMUN. & HEAD OF P. T. T.	OTTAWA	0587
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
024 MISSION INCOMING EDUC'L SRVCS MISSION TO CDA LED BY IRAQI MIN.		1087
Sector: 999 MULTIPLE SECTORS		
010 FAIRS BAGHDAD INTERNATIONAL FAIR	BAGHDAD	1187

## Export and Investment Promotion Planning System

## 87/88 Trade and Economic Overview

Mission: 347 RIYADH

Country: 322 SAUDI ARABIA

AS A RESULT OF THE DRAMATIC FALL IN OIL REVENUES DURING 1985, SAUDI ARABIA'S ECON. CONSOLIDATED IN A PHASE OF RATIONAL'N AND REORIENTATION OF BOTH GOVT SPENDING & BUSINESS OPERATIONS. THE GOVT REACTED BY (1) INTRODUCING NETBACK PRICING IN OIL DEALS; (2) EXTENDING PAYMENT DELAYS TO SAUDI & FOREIGN CONTRACTORS; (3) CUTTING OPERATING EXPENDITURES; AND (4) SHELIVING MAJOR NEW CAPITAL INVESTMENTS. IMPORTS IN 1985 DECLINED 29% TO US \$22.7 BN WITH A FURTHER 20% DROP PROJECTED FOR '86. OIL RECEIPTS OF \$23.2 BN COMBINED WITH \$11.7 BN IN NON-OIL EXPORTS, TAXES, DUTIES, AND INVSTMT INCOME GENERATED YEAR-END REVENUES OF \$34.9 BN AGAINST EXPENDITURES OF \$48.3 BN. THE GOVT DID NOT BRING DOWN A BUDGET IN '86, PARTLY AS A GESTURE TO PROVE SAUDI ECON. HARDSHIP & DEFUSE FOREIGN COMPLAINTS OVER SAUDI PAYMENT DELAYS & PARTLY AS A SIGNAL TO SAUDI BUREAUCRATS & BUSINESSMEN THAT FAT CONTRACTS WON ON INFLATED BIDS COULD NO LONGER BE AFFORDED. THE INVOLUNTARY AUSTERITY OF '85 WAS DELIBERATELY MAINTAINED THROUGH 1986 TO GEAR DOWN THE OVERHEATED ECON. AND SHAKE OUT INEFFICIENCY. NO CHANGE IN POLICY DIRECTION IS ANTICIPATED FOR '87. WHILE OFFICIALLY THE TARGET IS TO BALANCE REVENUES & EXPENDITURES, IN PRACTICE THE GOVT HAS SHOWN IT IS PREPARED TO ACCEPT A SMALL DEFICIT IN ORDER TO MAINTAIN SOME DVLPMT MOMENTUM, FINANCE DEFENCE SPENDING, AND INSULATE THE POPULATION FM THE FULL EFFECTS OF THE OIL PRICE DOWNTURN. DESPITE THIS RETRENCHMENT, THE UNDERLYING FINANCIAL STRENGTH AND MKT POTENTIAL OF SAUDI ARABIA SHLD NOT BE UNDERRATED. OIL SALES ARE EXPECTED TO REACH \$20BN IN '87 CONTRIBUTING TO GDP PER CAPITA OF OVER US\$9,400. THE LONG-TERM OUTLOOK IS BRIGHT AS DEMAND FOR OPEC OIL IS PROJECTED TO GROW STEADILY THROUGH THE REST OF THE DECADE. AS MOST OF THE BASIC INFRASTRUCTURE BUILDING PROGRAM HAS BEEN COMPLETED, THE FOURTH FIVE YEAR DEVELOPMENT PLAN (1985/86-1989/90) FOCUSES ON ENHANCING THE ROLE OF THE PRIVATE SECTOR TO REDUCE DEPENDENCE ON OIL AS THE MAIN SOURCE OF NATIONAL INCOME. IT ALSO ACCORDS PRIORITY TO THE DEVELOPMENT OF HEALTH, EDUCATION AND OTHER SOCIAL SERVICES. DEFENCE SPENDING WILL CONTINUE TO ABSORB A LARGE PORTION OF THE ANNUAL BUDGET. IN THIS ENVIRONMENT, THE MOST PROMISING TRADE OPPORTUNITIES LIE IN THOSE SECTORS TARGETTED FOR PRIORITY SPENDING BY THE PUBLIC AND PRIVATE SECTORS, NAMELY: DEFENCE & SECURITY; TRANSPORTATION EQUIPMENT; COMMUNICATIONS AND INFOMATICS; EDUCATION AND TRAINING SERVICES; HEALTH CARE PRODUCTS; AGRICULTURAL AND FOOD PRODUCTS; EQUIPMENT TO OPERATE AND MAINTAIN THE ELABORATE INFRASTRUCTURE NOW IN PLACE; AND SELECTED CONSUMER GOODS.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

## 1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: HEIGHTENED CONCERNS OVER REGIONAL CONFLICTS AND SUBVERSION WILL MAINTAIN SPENDING OF THREE DEFENCE AND SECURITY MINISTRIES AT APPROXIMATELY CDN \$15 BILLION ANNUALLY.

## 2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: SALES OF NEW VEHICLES (CARS & TRUCKS) HAS SLOWED WITH ECON. DOWNTURN BUT NEW RAPIDLY EXPANDING MKT CREATED FOR AUTO. PARTS. GOOD POTENTIAL FOR MILITARY AND URBAN SALES OF DHC AND CANADAIR AIRCRAFT.

## 3. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: MAINTENANCE & EXPANSION OF TELECOMS NETWORK IS A PRIORITY FOR SEC'TY & RURAL DVLPMT REASONS. COMPUTERIZATION FACILITATES SAUDIZATION POLICY BY CREATING SKILLED JOBS FOR SAUDIS. ANNUAL POTENTIAL \$60 MILLION.

## 4. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: FOURTH DEV. PLAN PLACES HIGH PRIORITY ON EDUCATION & HEALTH SRVCS. TECH'L & PROFES'L TRAINING IS PREREQUISITE TO INCREASED SAUDIZATION OF THE ECON. PLAN TARGETS \$17.2 BN FOR HEALTH SRVC ETC OVER 5 YEAR.

## 5. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: WITH MOST OF OIL & GAS INFRASTRUCTURE IN PLACE, EMPHASIS IS NOW ON OPERATION & MAINTENANCE OPPORTUNITIES. DEVELOPMENT PLAN ALLOCATES \$5BN FOR EXPENDITURES IN THIS SECTOR.

## 6. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: ANNUAL IMPORT OF AGRI. & FOOD PRODS (EXCLUDING GRAINS) TOPPED \$3.4 BN IN '85. PRIORITY ATTACHED TO INCREASED SELF-SUFFICIENCY IN THIS SECTOR AS WELL AS HIGH DISPOSABLE INCOME CREATES OPPORT. FOR EQPT SRVCS ETC.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 005 COMM. & INFORM. EQP. & SERV
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 003 GRAINS AND OILSEEDS
4. 010 MINE, METAL, MINERAL PROD & SRV
5. 009 FOREST PRODUCTS, EQUIP, SERVICES
6. 012 PETROCHEM & CHEM PROD, EQP, SERV

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3400.00M	\$ 3400.00M	\$ 3400.00M	\$ 3400.00M
Canadian Exports \$	9.00M	\$ 8.50M	\$ 8.50M	\$ 10.20M
Canadian Share of Import Market	0.30%	0.30%	0.30%	0.30%

## Major Competing Countries

## Market Share

i) 112 FRANCE	020 %
ii) 354 NETHERLANDS	015 %
iii) 051 UNITED KINGDOM	007 %
iv) 577 UNITED STATES OF AMERICA	010 %
v) 026 AUSTRIA	005 %
vi) 093 DENMARK	005 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) CANNED FOOD	\$ 279.00 M
ii) SPICES	\$ 279.00 M
iii) FRUITS	\$ 223.00 M
iv) VEGETABLES	\$ 205.00 M
v) CONFECTIONERY	\$ 201.00 M
vi) CHILLED FROZEN MEAT	\$ 60.00 M
vii) FRUIT JUICES	\$ 36.00 M
viii) FARM MANAGEMENT	\$ 0.00 M
ix) SOIL TREATMENT	\$ 0.00 M
x) SEED	\$ 0.00 M

## 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).

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
- non competitive pricing
- 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
- competitive export pricing for this market

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.

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

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

Activity: COMPLETE MARKET REPORT ON AGRICULTURE.

Results Expected: RAISE INTEREST OF CANADIAN SUPPLIERS AND ENCOURAGE VISITS TO THE MARKET.

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: CONDUCT MARKET SURVEY FOR FOOD PRODUCTS IMPORTED BY SAUDI ARABIA.

Results Expected: TO HAVE MORE CANADIAN PRODUCTS AVAILABLE IN SAUDI MARKET.

## 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: ENCOURAGE CANADIAN FIRMS TO INVITE LARGE FARM OWNERS TO CANADA FOR TRADE SHOWS AND OTHER EVENTS.

Results Expected: ACQUAINT FARM OWNERS WITH CANADIAN EXPERTISE AND CAPABILITIES.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 041 AEROSPACE &amp; MARINE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2000.00M	\$ 4000.00M	\$ 3000.00M	\$ 500.00M
Canadian Exports \$	30.00M	\$ 5.00M	\$ 3.00M	\$ 3.50M
Canadian Share of Import Market	1.50%	0.10%	0.10%	0.70%

## Major Competing Countries

## Market Share

i) 051 UNITED KINGDOM	080 %
ii) 112 FRANCE	010 %
iii) 577 UNITED STATES OF AMERICA	004 %
iv) 128 GERMANY WEST	005 %
v) 512 SWITZERLAND	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: No Export results to date

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) SIMULATORS	\$ 40.00 M
ii) C130 OVERHAUL	\$ 40.00 M
iii) NAVAIDS (DOPPERS)	\$ 20.00 M
iv) CRV 7	\$ 10.00 M
v) DASH 8 OR 601	\$ 0.00 M
vi) CL 215	\$ 0.00 M
vii) WIRE STRIKE PROTECTION	\$ 0.00 M
viii) CL 227	\$ 0.00 M

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

i) Project Name: OVERHAUL OF 62 RSAF C130'S  
 Approximate Value: \$ 100 M  
 Financing Source: 012 DOM  
 For further info. please contact:  
 J. P. MCLACHLAN 404893 DOMCAN SJ (TELEX)

## 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).

- exports of certain products or services to this country are subject to Canadian export controls

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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
2 BARRIERS TO EXPORTS WERE APPARENT OVER PAST 4 YEARS: (1) EFFORTS BY USA, UK, & FRENCH ADVISORS TO FACILITATE SALES FOR NATIONAL COS; & (2) PREREQUISITE THAT MAJOR PURCHASES (OVER \$100 M) BE APPROVED BY MILITARY MINISTRIES AS PART OF EXPANDING BILATERAL MILITARY COOP.

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: CONTINUE TO PROD SAUDI FAL LTD TO LOBBY GOVERNMENT FOR FUNDING OF AIRCRAFTS REMOTE SENSING/BORDER PATROL.

Results Expected: INVITATION TO CDN COMPANIES TO DEMO SAR & SUBMIT QUOTE BY MAY 87

Activity: FOLLOW-UP ON REQUEST FOR CDN MAINTENANCE COMPANY TO BID ON C130 OVERHAUL, BY ENSURING THAT COMPANIES ARE WELL BRIEFED TO JT V

Results Expected: BID ON TENDER IN EARLY 87

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: ATTEMPT TO DEVELOP DIALOGUE WITH RSAF.

Results Expected: BETTER IDENTIFY OPPORTUNITIES FRO CANADA



## 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: INVESTIGATE WHETHER DND WOULD CONSIDER PLACING RSAF OFFICER IN ONE YEAR STAFF COLLEGE COURSE AND THEN APPROACH RSAF WITH EXPRESSED INTEREST IN POST

Results Expected:

Activity: PROMOTE CAPABILITY OF CANADIAN AIRCRAFT PLATFORM FOR MARITIME SURVEILLANCE AND ASW OPERATIONS

Results Expected: OBTAIN INVITATION TO MAKE FORMAL PROPOSAL

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 042 ARMAMENTS &amp; VEHICLES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1300.00M	\$ 1000.00M	\$ 250.00M	\$ 200.00M
Canadian Exports \$	400.00M	\$ 0.00M	\$ 0.05M	\$ 0.00M
Canadian Share of Import Market	31.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 075 CANADA	50 %
ii) 512 SWITZERLAND	30 %
iii) 112 FRANCE	5 %
iv) 577 UNITED STATES OF AMERICA	5 %
v) 026 AUSTRIA	2 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) VEHICLE MAINTENANCE	\$ 100.00 M
ii) JLTIS	\$ 50.00 M
iii) PIRANHA LAV	\$ 50.00 M
iv) VEHICLE PARTS	\$ 20.00 M
v) ROCKET MISSILE	\$ 20.00 M
vi) FIRE/CRASH TRUCKS	\$ 10.00 M
vii) BOMB ROBOT	\$ 1.00 M

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

- i) Project Name: AIRBASE CRASH/FIRE TRUCKS  
 Approximate Value: \$ 5 M  
 Financing Source: 012 DOM  
 For further info. please contact:  
 TDE/K. BARNABY 996-0639

## 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.

## ii) Project Name: C 130 TRANSPORTABLE REFUELLING TRUCKS

Approximate Value: \$ 5 M

Financing Source: 012 DOM

For further info. please contact:

TDE/K. BARNABY 996-0639

## iii) Project Name: TRUCK PARTS

Approximate Value: \$ 10 M

Financing Source: 012 DOM

For further info. please contact:

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

- exports of certain products or services to this country are subject to Canadian export controls

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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

2 BARRIERS TO EXPORT WERE APPARENT OVER THE PAST 4 YEARS: (1)EFFORTS BY USA, UK, & FRENCH ADVISORS TO FACILITATE SALES FOR NATIONAL COYS; & (2)PREREQUISITE THAT MAJOR PURCHASES(OVER 100M)BE APPROVED BY MILITARY MINISTRIES AS PART OF EXPANDING BILATERAL MILIT. COOP.

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
- participation in trade missions
- use of Canadian Government export promotion activities
- Canada's position as one of the few major sources of international supply

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

- the adequacy of exporter information in Canadian Directories

## Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

Activity: FOLLOWING PROJECTED FOR \$1.7 B IN PIRANHA PURSUE JOINT VENTURE ARRANGEMENT BETWEEN CDN COY AND SAUDI FAL

Results Expected: ESTABLISHMENT OF VEHICLE MAINTENANCE CAPABILITY SHOULD SUPPORT MODA CONTRACT

Activity: FOLLOW-UP ENQUIRY OF SAUDI FAL FOR AIRBASE CRASH TRUCKS TO LINK UP BEST CANADIAN SUPPLIER.

Results Expected: BID ON TENDER EXPECTED IN LATE 86.

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: UNDERTAKE COMPREHENSIVE SURVEY OF MILITARY & CIVILIAN MARKETS FOR RANGE OF CAN SECURITY EQUIPMENT.

Results Expected: MORE EFFECTIVE PROMOTION OF CANADIAN SECURITY EQUIPMENT

Activity: EXPAND SUCCESSFUL AUTO PARTS MARKETING TO EMPHASIZE PARTS FOR MILITARY TRUCK AND JEEP FLEETS.

Results Expected: ESTABLISH SAUDI AGENTS FOR MILITARY PARTS EXPORTERS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL &amp; ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 200.00M	\$ 4300.00M	\$ 1400.00M
Canadian Exports \$	25.00M	\$ 5.00M	\$ 5.00M	\$ 15.00M
Canadian Share of Import Market	13.00%	3.00%	0.10%	0.10%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	50 %
ii) 051 UNITED KINGDOM	20 %
iii) 112 FRANCE	10 %
iv) 128 GERMANY WEST	5 %
v) 616 OTHER COUNTRIES	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) SECURITY SYSTEMS	\$ 150.00 M
ii) AIRPORT O & M SERVICES	\$ 100.00 M
iii) BOMB SNIFFERS	\$ 10.00 M
iv) MILPAC	\$ 5.00 M
v) MICROWAVE LANDING	\$ 5.00 M
vi) ATC TOWERS	\$ 1.50 M
vii) S A R	\$ 0.00 M
viii) EW SIMULATORS	\$ 0.00 M
ix) TACANS	\$ 0.00 M
x) JT ENROUTE SYSTEMS	\$ 0.00 M

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

i) Project Name: EW SYSTEMS

Approximate Value: \$ 20 M

Financing Source: 012 DOM

For further info. please contact:

J. P. MCLACHLAN, CDN EMBASSY TLX: 404893 DOMCAN SJ

## 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.

ii) Project Name: AIRPORT/AIRBASE NAV SYSTEMS O &amp; M

Approximate Value: \$ 50 M

Financing Source: O12 DOM

For further info. please contact:

J. P. MCLACHLAN, CDN EMBASSY TLX: 404893 DOMCAN SJ

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

- exports of certain products or services to this country are subject to Canadian export controls

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- 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
- other factor(s) described by the Trade Office as follows:

2 BARRIERS TO EXPORTS WERE APPARENT OVER PAST 4 YEARS: (1)EFFORTS BY USA, UK, & FRENCH ADVISORS TO FACILITATE SALES FOR NATIONAL COS; &(2)PREREQUISITE THAT MAJOR PURCHASE(OVER\$100 M)BE APPROVED BY MILITARY MINISTRIES AS PART OF EXPANDING BILATERAL MILITARY COOP.

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
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market

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: CONTINUE STRONG SUPPORT AND NEW LEADS FOR CDN COYS TO ENSURE THEIR INITIAL MARKETING PENETRATION PAYS OFF.

Results Expected: CONTRACTS WORTH \$20 - 100M.

## Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

Activity: FOLLOW-UP ON PCA/IAP GENERAL AMIN'S VISIT TO CDA TO IMPROVE MKTG OF CDN COYS FOR RANGE OF AIRPORT NAV SYSTEMS AND O & M SERVICES.

Results Expected: EXCHANGE OF TRANSPORT CDA ADVISORS/PCA STUDENTS. INVITATION TO BID AIRPORT CONSULTIN AND O & M SERVICES.

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: INITIATE PROMOTION OF MICROWAVE LANDING SYSTEMS AS PART OF 7.7 iii.

Results Expected: ESTABLISHMENT OF SAUDI AGENTS AND SAUDI/PCA AWARENESS OF CAN TECHNOLOGY.

Activity: REQUEST TDE TO PROVIDE INFO ON CAN EW CAPABILITIES IN ORDER TO LAUNCH MAJOR PROMOTION AT RSAF.

Results Expected: ESTABLISH CAN IMAGE IN FOREFRONT OF RSAF PLANNING FOR FUTURE MAJOR PURCHASES.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	800.00M	\$ 1000.00M	\$ 1600.00M	\$ 1800.00M
Canadian Exports \$	200.00M	\$ 250.00M	\$ 270.00M	\$ 300.00M
Canadian Share of Import Market	25.00%	25.00%	17.00%	17.00%

## Major Competing Countries

## Market Share

i) 075 CANADA	025 %
ii) 507 SWEDEN	020 %
iii) 577 UNITED STATES OF AMERICA	015 %
iv) 354 NETHERLANDS	012 %
v) 128 GERMANY WEST	010 %
vi) 265 JAPAN	008 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) TELEPHONE MAINTENANCE & OPERATIONS (SERVICES)	\$ 500.00 M
ii) PRIVATE COMMUNICATIONS SYSTEMS	\$ 100.00 M
iii) DATA COMMUNICATIONS	\$ 50.00 M

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

i) Project Name: PRR RURAL RADIO SYSTEMS

Approximate Value: \$ 40 M

Financing Source: 012 DOM

For further info. please contact:

J. P. MCLACHLAN, CDN EMBASSY TLX: 404893 DOMCAN SJ

ii) Project Name: MINISTRY OF INTERIOR, UHF RADIO SYSTEM  
FOR COAST GUARD

Approximate Value: \$ 100 M

Financing Source: 012 DOM

For further info. please contact:

J. P. MCLACHLAN, CDN EMBASSY TLX: 404893 DOMCAN SJ



## 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: NATIONAL GUARD TELECOM SYSTEMS O & M  
UPGRADE

Approximate Value: \$ 200 M

Financing Source: 012 DOM

For further info. please contact:

J. P. MCLACHLAN, CDN EMBASSY TLX: 404893 DOMCAN SJ

iv) Project Name: PTT UPGRADE OF NETWORK TRUNKS WITH  
FIBRE OPTICS

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

J. P. MCLACHLAN, CDN EMBASSY TLX: 404893 DOMCAN SJ

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- competitive export pricing for this market
- strong sectoral capability in Canada

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: EXPAND DIALOGUE/SURVEY WITH SAUDI TELECOM CONTRACTORS AND AGENTS  
WITH WHOM CANADIAN COMPANIES MIGHT WORK

Results Expected: BETTER INFORMATION ON PROSPECTS FOR LIMITED  
NEW CAPITAL PURCHASING

## Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

Activity: ENCOURAGE TDD TO FOCUS ON EARLY 87 DEFENCE AND SECURITY PRODUCTS MISSION ON MILITARY TELECOMMUNICATIONS

Results Expected: TRY OPEN DOORS OF MILITARY TELECOM DEPT.

Activity: SURVEY OPPORTUNITIES TO JOINT VENTURE ASSEMBLE TELECOM EQUIPMENT IN KSA FOR REGIONAL MARKETS

Results Expected: ENSURE CANADIAN EQUIPMENT NOT EXCLUDED FROM MARKET BY COMPETITION

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 DEFENCE AND SECURITY PRODUCTS MISSION DIALOGUE WITH MILITARY TELECOM DEPARTMENTS TO IMPROVE CURRENTLY RESTRICTED ACCESS

Results Expected: IDENTIFICATION OF PRIORITY REQUIREMENT ESPECIALLY SOLE-SOURCING PROSPECTS

Activity: PROMOTE CANADIAN CAPABILITIES IN PUBLIC NETWORK PAGUET SWITCHING AND TELETIX TRANSMISSION AS PTT INTRODUCES TELETIX SERVICES IN 1987

Results Expected: INCREASE AWARENESS OF CANADIAN DATA MANUFACTURERS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 054 COMPUTERS, SOFTWARE &amp; SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	220.00M	\$ 200.00M	\$ 496.00M	\$ 387.00M
Canadian Exports \$	2.00M	\$ 1.67M	\$ 4.19M	\$ 3.19M
Canadian Share of Import Market	0.90%	0.83%	0.84%	0.82%

## Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	78 %
ii) 112 FRANCE	11 %
iii) 265 JAPAN	9 %
iv) 052 ENGLAND	4.1 %
v) 128 GERMANY WEST	3.1 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DATA PROCESSING	\$ 100.00 M
ii) MONITORS	\$ 75.00 M
iii) COMPUTER SYSTEMS	\$ 45.00 M
iv) CONSULTING SERVICES	\$ 40.00 M

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

i) Project Name: STORAGE OF ARCHIVES ON COMPACT DISCS  
(MINISTRY OF FINANCE)

Approximate Value: \$ 25 M  
Financing Source: 012 DOM  
For further info. please contact:  
J. C. JOLY MISSION TLX 204893

ii) Project Name: IRRIGATION CONTROL SYSTEM FOR CITY OF RIYADH.

Approximate Value: \$ 12 M  
Financing Source: 012 DOM  
For further info. please contact:  
J. C. JOLY MISSION TLX 204893

## 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: ARABISATION OF COMPUTER SYSTEMS WITHIN  
SABIC

Approximate Value: \$ 5 M

Financing Source: 012 DOM

For further info. please contact:

J. C. JOLY MISSION TLX 204893

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:

- 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: SUPPORT ALIS IN ESTABLISHING EFFECTIVE MARKETING NETWORK FOR  
THEIR ENGLISH/ARABIC SYSTEMS

Results Expected: APPOINTMENT OF AGENT AND DISTRIBUTORS.

## 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: GATHER MARKET INTELLIGENCE ON ENGLISH, FRENCH AND US COMPETITION IN ORDER TO OFFER SUPPLIES AND SERVICES TO ACTUAL USERS.

Results Expected: INCREASE NUMBER OF CDN COMPUTER SYSTEMS FIRMS IN KSA.

Activity: CREATE AN ELECTRONIC BULLETIN WHICH WILL OFFER TECHNICAL NEWS FROM CANADA TO LOCAL USERS AND BUYERS.

Results Expected: INCREASE FAMILIARITY WITH CDN COMPUTER FIRMS.

Activity: PROMOTE SALE OF COMPUTER BASED SYSTEMS FOR OVERHAUL AND MAINTENANCE OF INDUSTRIAL PLANTS

Results Expected: SALE OF SYSTEM TO ONE OF MAJOR INDUSTRIAL USERS (PETROCHEMICAL) IN KINGDOM.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 006 ELECTRONICS EQUIP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	85.00M	\$ 45.00M	\$ 110.00M	\$ 358.00M
Canadian Exports \$	0.50M	\$ 0.28M	\$ 0.80M	\$ 0.76M
Canadian Share of Import Market	0.58%	0.62%	0.67%	0.20%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	40. %
ii) 265 JAPAN	23. %
iii) 112 FRANCE	17. %
iv) 128 GERMANY WEST	7. %
v) 052 ENGLAND	3. %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 0-1 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

i) MAINTENANCE SERVICE	In Canadian \$
ii) BANKING SYSTEM	\$ 200.00 M
iii) DATA ACQUISITION	\$ 175.00 M
	\$ 150.00 M

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

i) Project Name: SULFUR PLANT IN JUBAIL - MODERNIZATION.

Approximate Value: \$ 75 M

Financing Source:

For further info. please contact:

J-C JULY MISSION TLX 204893

## 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).

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: COMPLETE IDENTIFICATION OF AND INCREASE THE NUMBER OF ACTIVE AND EFFECTIVE AGENTS TO REPRESENT CDN SUPPLIERS IN INSTRUMENTATION.

Results Expected: DOUBLE THE NUMBER OF ACTIVE AGENTS (CURRENTLY 12).

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: MEET WITH SENIOR OFFICIALS OF NATIONAL COMPANIES (GAS AND OIL AND PETROCHEMICAL) TO INTEREST THEM IN CANADIAN TECHNOLOGY.

Results Expected: ARRANGE FOR 6 INCOMING BUYERS' VISITS FROM THE NATIONAL COMPANIES.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 252.00M	\$ 630.00M	\$ 1851.00M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 7.00M	\$ 3.25M
Canadian Share of Import Market	5.00%	2.00%	1.00%	0.17%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	26. %
ii) 265 JAPAN	19. %
iii) 128 GERMANY WEST	14. %
iv) 112 FRANCE	13. %
v) 237 ITALY	10. %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

In Canadian \$

i) POWER GENERATION	\$ 50.00 M
ii) TRANSMISSION EQUIPMENT	\$ 75.00 M
iii) ENGINEERING SERVICES	\$ 25.00 M

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

i) Project Name: MODA DAMMAM

Approximate Value: \$ 15 M

Financing Source: 012 DOM

For further info. please contact:

A. GRIFFITH, CDN EMBASSY TLX: 204893 DOMCAN SJ

ii) Project Name: MINISTRY OF INTERIOR

Approximate Value: \$ 8.5 M

Financing Source: 012 DOM

For further info. please contact:

A. GRIFFITH, CDN EMBASSY TLX: 204893 DOMCAN SJ



## 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:  
A. GRIFFITH, CDN EMBASSY TLX: 204893 DOMCAN SJ

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.

## 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: ESTABLISH DIRECT CONTACT WITH CDN POWER GENERATION AND TRANSMISSION SUPPLIERS TO FORM LINKS WITH SCECO AND ELECTRICO.

Results Expected: DEVELOP MAJOR CONCERTED CDN THRUST ON PROJECT SO BID(S) WILL BE SUBMITTED BY YEAR 87.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	600.00M	\$ 474.00M	\$ 570.00M	\$ 716.00M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 0.80M	\$ 1.20M
Canadian Share of Import Market	2.00%	1.00%	0.10%	0.17%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	34 %
ii) 265 JAPAN	32 %
iii) 128 GERMANY WEST	17 %
iv) 616 OTHER COUNTRIES	017 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

In Canadian \$

i) TRUCK & BUS TIRES	\$ 1.10 M
ii) PASSENGER CAR TIRES	\$ 0.70 M
iii) BATTERIES	\$ 0.20 M
iv) AIR & OIL FILTERS	\$ 0.00 M
v) BRAKE PADS, LININGS	\$ 0.00 M
vi) SHOCK ABSORBERS	\$ 0.00 M
vii) SPARK PLUGS, IGNITION SYSTEMS	\$ 0.00 M
viii) TRANSMISSION & PARTS	\$ 0.00 M
ix) CAR SVC EQUIPMENT	\$ 0.00 M

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

i) Project Name: MILITARY TRUCK & JEEP REPLACEMENT PARTS  
Approximate Value: \$ 10 M  
Financing Source: 012 DDM  
For further info. please contact:  
P. MCLACHLAN TLX 404893

## 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.

ii) Project Name: AUTO REPAIR/SERVICE GARAGE EQUIPMENT

Approximate Value: \$ M

Financing Source: 013 NFR

For further info. please contact:

J. FAKHNI TLX 404893

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
- approval of technical standards can present problems in the case of some imported products

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
OTHER THAN GM-CHRYSLER, CDN PARTS COY ONLY APPROACHED MKT IN 86, BUT HAVE HAD INCONSISTENT MARKET FOLLOW-UP OF SOME LEADS BY FIRMS. US AND JAPANESE HAVE DOMINATED THE MKT TO DATE, BUT NOW THERE IS A MOVE TOWARDS CDN AUTO PARTS SOURCES BASED ON PRICE.

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
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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 AUTOMOTIVE IND BY INTENSIFYING THE PUBLICITY.

Results Expected: INCREASE THE CDN SHARE OF THE MARKET.

## 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: ENCOURAGE CDN PARTS COY TO ESTABLISH JT V PARTS DISTRIBUTION CENTRES.

Results Expected: INCREASED SALES

Activity: IDENTIFY & INTRODUCE CDN FIRMS TO THE MINISTRY OF INDS & PRIVATE FIRMS AS PROSPECTIVE PARTNERS FOR AUTO PARTS ASSEMBLY.

Results Expected: ESTABLISHMENT OF LONG TERM CDN SALES PRESENCE IN AN INCREASINGLY PROTECTIST MARKET.

Activity: INITIATE MARKETING OF TRUCK PARTS FOR MILITARY VEHICLES MARKET BY IDENTIFYING CLIENT REQUIREMENTS & PRINCIPAL SAUDI MAINTENANCE SUBCONTRACTORS.

Results Expected: PENETRATE MAJOR MILITARY MARKETS FOR FIRST TIME.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 600.00M	\$ 850.00M	\$ 1326.00M
Canadian Exports \$	6.00M	\$ 7.00M	\$ 7.00M	\$ 4.00M
Canadian Share of Import Market	1.20%	0.66%	0.60%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 609 EUROPEAN COMMON MARKET C	015 %
iii) 112 FRANCE	010 %
iv) 128 GERMANY WEST	005 %
v) 237 ITALY	002 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

	In Canadian \$
i) ENGINE COMPONENTS	\$ 100.00 M
ii) SMALL PASSENGER AIRCRAFT	\$ 50.00 M
iii) VIP AIRCRAFT	\$ 50.00 M
iv) FIREFIGHTING AIRCRAFT	\$ 10.00 M
v) OVERHAUL SERVICES	\$ 10.00 M

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

i) Project Name: PURCHASE OF 50 PAX AIRCRAFT FOR LIGHT  
TRAFFIC ROUTES

Approximate Value: \$ 20 M

Financing Source: 023 EDC 012 DOM

For further info. please contact:

J. P. MCLACHLAN, CDN EMBASSY TLX: 404893 DOMCAN SJ

## 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:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:  
LACK OF HIGH LEVEL POLITICAL CONTACTS

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
- Canada's position as one of the few major sources of international supply

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: PROMOTION OF AVELEX/ARABASCO AGENCY AGREEMENT

Results Expected: 0.5 MILLION SERVICES/PARTS WORK

Activity: PRESENTATION OF DASH 7/DASH 8 ROUTE STUDY TO SAUDI AIRLINES

Results Expected: LEASE OF DASH 7 - VALUE \$1 MILLION

Activity: CONVERT CURRENT LEASE OF VIP CHALLENGER 601 INTO PURCHASE AGREEMENT.

Results Expected: VALUE \$ 12 MILLION

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: DEMONSTRATION OF DASH 7 TO SAUDI

Results Expected: SALE OF TWO UNITS. PROBABILITY OF SUCCESS  
30% - VALUE \$20 MILLION

## 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: PRESENTATION OF DASH 8 MONITORING SURVEILLANCE PACKAGE

Results Expected: SALE OF TWO UNITS - VALUE \$20 MILLION.  
PROBABILITY OF SUCCESS 40%.



## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	380.00M	\$ 400.00M	\$ 428.00M	\$ 804.00M
Canadian Exports \$	60.00M	\$ 60.00M	\$ 76.00M	\$ 50.00M
Canadian Share of Import Market	16.00%	15.00%	17.00%	6.00%

## Major Competing Countries

## Market Share

i) 026 AUSTRIA	025 %
ii) 504 FINLAND	020 %
iii) 035 ROMANIA	020 %
iv) 507 SWEDEN	015 %
v) 344 MALAYSIA	005 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Mature with little growth

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) SOFTWOOD	\$ 113.00 M
ii) BLOCKBOARD, PLYWOOD	\$ 75.00 M
iii) JOINERY WOODS	\$ 57.00 M
iv) HARDBOARD	\$ 19.00 M
v) PINWOOD	\$ 15.00 M
vi) SCAFFOLDING, ROOFING WOODS	\$ 11.30 M
vii) NEWSPRINT	\$ 50.00 M

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

i) Project Name: SUPPLY OF LUMBER TO LOCAL FURNITURE  
MANUFACTURER.

Approximate Value: \$ 10 M

Financing Source: 013 NFR

For further info. please contact:

A. BALIAN, CDN EMBASSY TLX: 404893 DOMCAN SJ

## 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
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- participation in trade fairs
- use of provincial governments export promotion activities
- 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 Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

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

Activity: PREPARE MARKET ANALYSIS FOR LUMBER IMPORTS IN SAUDI ARABIA.

Results Expected: PROVIDE A CLEAR PICTURE TO CANADIAN LUMBER EXPORTERS ESPECIALLY FROM BRITISH COLUMBIA.

Activity: LOBBY CONSORTIUM OF NEWSPRINT IMPORTERS TO IMPORT CANADIAN NEWSPRINT ON TRIAL.

Results Expected: CONVINCING LOCAL PRESS TO SWITCH IMPORTS FROM SCANDANAVIA TO CANADA.

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: ARRANGE FOR LUMBER IMPORTERS TO VISIT CANADIAN SUPPLIERS TO GET ACQUAINTED WITH THEIR POTENTIAL.

Results Expected: DIRECT CONTACT BETWEEN IMPORTER/SUPPLIER SHOULD FACILITATE FUTURE SOURCING BY IMPORTER

## 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: MARKET SURVEY FOR NEWSPRINT SUPPLY/CONSUMPTION.

Results Expected: STIMULATE CANADIAN INTEREST IN SAUDI MARKET.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4000.00M	\$ 4000.00M	\$ 4800.00M	\$ 6947.00M
Canadian Exports \$	20.00M	\$ 20.00M	\$ 22.00M	\$ 26.00M
Canadian Share of Import Market	0.50%	0.50%	0.40%	0.30%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	024 %
ii) 265 JAPAN	017 %
iii) 128 GERMANY WEST	008 %
iv) 112 FRANCE	007 %
v) 237 ITALY	006 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) ENGINEERING SERVICE	\$ 35.00 M
ii) LIFT-HANDLING-LOAD	\$ 12.00 M
iii) SURVEYING EQUIPMENT	\$ 5.00 M
iv) ASBESTOS	\$ 4.00 M
v) COPPER	\$ 3.10 M

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

i) Project Name: MINERAL EXPLORATION  
Approximate Value: \$ 65 M  
Financing Source: 012 DOM  
For further info. please contact:  
A. GRIFFITH, TLX: 404893 DOMCAN SJ

ii) Project Name: EXPLORATION FOR POTASH  
Approximate Value: \$ 35 M  
Financing Source: 012 DOM  
For further info. please contact:  
A. GRIFFITH, TLX: 404893 DOMCAN SJ

## 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: DRILLING CONTRACT FOR VARIOUS AREAS IN  
KSA

Approximate Value: \$ 15 M

Financing Source: 012 DOM

For further info. please contact:

A. GRIFFITH, TLX: 404893 DOMCAN SJ

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:

- non competitive pricing
- 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
- competitive export pricing for this market
- 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: COMPLETE OUR IDENTIFICATION OF AND INCREASE THE NUMBER OF ACTIVE AND EFFECTIVE AGENTS TO REPRESENT CANADIAN SUPPLIERS AND SERVICES IN MINING SECTOR.

Results Expected: TO HAVE THREE MORE ACTIVE AGENTS AND \$2 MILLION OF BUSINESS.

## Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

Activity: ASSIST CONSORTIUM BID FRONTED BY CCC FOR PACKAGE OF TENDERS ISSUED BY MINISTRY OF MINES.

Results Expected: ESTABLISH HIGH PROFILE CANADIAN PRESENCE IN MINING SECTOR.

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: ESTABLISH DIRECT CONTACT WITH CANADIAN MINING COMPANIES AND SUPPLY THEM WITH SITREP AND CONTACT LIST FOR SAUDI MINING SECTOR DEVELOPMENT.

Results Expected: INCREASE NUMBER OF CANADIAN FIRMS VISITING THIS SECTOR.

Activity: MEET WITH SENIOR MANAGERS OF PRIVATE MINING COMPANIES TO INTEREST THEM IN CANADIAN MINING EQUIPMENT AND SERVICES.

Results Expected: ARRANGE FOR FOUR INCOMING BUYERS TO VISIT THE MINING SHOW IN CANADA.

Activity: EXPLORE POSSIBLE JOINT VENTURE BETWEEN CANADIAN MINING COMPANIES AND PUBLIC/PRIVATE SAUDI PARTNERS TO DEVELOP MINING SECTOR.

Results Expected: ACHIEVE SIGNIFICANT CANADIAN PRESENCE IN MINING SECTOR.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 122 EQUIPMENT &amp; MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	85.00M	\$ 48.00M	\$ 119.00M	\$ 368.00M
Canadian Exports \$	0.50M	\$ 0.30M	\$ 0.90M	\$ 0.86M
Canadian Share of Import Market:	0.58%	0.60%	0.76%	0.23%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	041 %
ii) 265 JAPAN	023 %
iii) 112 FRANCE	017 %
iv) 128 GERMANY WEST	007 %
v) 051 UNITED KINGDOM	004 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 0-1 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) MAINTENANCE SERVICES	\$ 175.00 M
ii) BULK STORAGE EQUIPMENT	\$ 48.00 M
iii) RECOVERY TECHNOLOGY	\$ 15.00 M

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

i) Project Name: CONSTRUCTION OF 8 NEW STORAGE FACILITIES  
Approximate Value: \$ 35 M  
Financing Source: 012 DOM  
For further info. please contact:  
A. GRIFFITH TLX:404893 DOMCAN SJ

ii) Project Name: 14 NEW DOMESTIC PRODUCTS PIPELINES  
Approximate Value: \$ 50 M  
Financing Source: 012 DOM  
For further info. please contact:  
A. GRIFFITH TLX:404893 DOMCAN SJ

## 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: PUMPING STATIONS & GENERATORS FOR IRAQ-  
SAUDI PIPE LINE

Approximate Value: \$ 12 M

Financing Source: 025 OTHER

For further info. please contact:

BAGHDAD TLX 0491-212486

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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- competitive export pricing for this market
- 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: URGE THE ALBERTA GOVERNMENT TO INVITE SENIOR TECHNICAL MANAGERS FROM PETROMIN AND SABIC TO ATTEND THE SUMMER LONG PETROLEUM TECHNOLOGY COURSES EVERY YEAR.

Results Expected: TO HAVE AT LEAST 3 STUDENTS PER YEAR.

Activity: CONTACT ALL PIPELINE, BULK STORAGE AND RECOVERY TECHNOLOGY COMPANIES TO ENSURE THEY KNOW HOW TO PREGUALIFY IN PARALLEL AS SUBCONTRACTORS TO SAUDI FOREIGN CONTRACTORS.

Results Expected: TO HAVE AT LEAST 5 NEW COMPANIES PREGUALIFIED



## 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: ENCOURAGE PRESENTATION OF TECHNICAL PAPERS FROM CANADA AT EACH OIL AND GAS CONFERENCE ORGANIZED BY UNIVERSITY OF PETROLEUM AND MINERALS.

Results Expected: ARRANGE 2 PRESENTATIONS PER YEAR.

Activity: ENCOURAGE SNC TO DETERMINE ITS INTEREST IN LICENSING ITS SINGLE CELL PROTEIN PLANT WITH A LOCAL PARTNER.

Results Expected: TO HAVE FEASIBILITY FINISHED BY 1987.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 012 PETROCHEM &amp; CHEM PROD, EGP, SERV

Subsector: 122 EQUIPMENT &amp; MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 160.00M	\$ 201.00M	\$ 490.00M
Canadian Exports \$	0.25M	\$ 0.21M	\$ 0.41M	\$ 1.08M
Canadian Share of Import Market	0.13%	0.10%	0.20%	0.22%

## Major Competing Countries

## Market Share

i) 265 JAPAN	033 %
ii) 577 UNITED STATES OF AMERICA	027 %
iii) 237 ITALY	010 %
iv) 128 GERMANY WEST	007 %
v) 112 FRANCE	007 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

In Canadian \$

i) MAINTENANCE SERVICES	\$ 60.00 M
ii) CORROSION PROTECTION	\$ 25.00 M
iii) CONTROL SYSTEMS	\$ 50.00 M

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

i) Project Name: ARABIAN CHEMICAL TERMINAL (YANBU)

Approximate Value: \$ 8.4 M

Financing Source: 012 DOM

For further info. please contact:

A. GRIFFITH, TLX: 404893 DOMCAN SJ

ii) Project Name: AMMONIA MANUFACTURING PLANT

Approximate Value: \$ 100 M

Financing Source: 012 DOM

For further info. please contact:

A. GRIFFITH, TLX: 404893 DOMCAN SJ

## 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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- competitive export pricing for this market
- 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: PROMOTE CANADIAN EQUIPMENT AND SERVICES (PARTICULARLY MAINTENANCE) WITH CONTRACTORS LIKE FLUORBECHTEL AND PARSONS.

Results Expected: HAVE 5 CDN COMPANIES REGISTERED WITH LOCAL CONTRACTORS.

Activity: CONTACT MEMBERS OF O & M MISSION WHO VISITED KSA IN DEC. 85 TO ENSURE COMMITMENTS MADE ARE FOLLOWED UP AND BUSINESS CONNECTIONS SATISFIED.

Results Expected: HAVE 2 AGENCY AGREEMENT SIGNED.

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: CONTACT POLYSAR TO DETERMINE ITS INTEREST IN LICENSING NEW RUBBER MANUFACTURING TECHNOLOGY TO SABIC.

Results Expected: FEASIBILITY STUDY UNDERWAY BY SECOND HALF 87.

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 CAPABILITY WITH SABIC, JUBAIL AND YANBU BY ARRANGING RECEPTION/CATALOGUE SHOW.

Results Expected: MAXIMISE ACCESS OF CDN INDUSTRY TO PETRO-CHEMICAL INDUSTRY.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 013 CONSUMER PRODUCTS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4000.00M	\$ 4000.00M	\$ 3958.00M	\$ 5082.00M
Canadian Exports \$	5.00M	\$ 4.00M	\$ 4.00M	\$ 4.00M
Canadian Share of Import Market	0.10%	0.10%	0.10%	0.10%

## Major Competing Countries

## Market Share

i) 265 JAPAN	035 %
ii) 237 ITALY	020 %
iii) 434 TAIWAN	015 %
iv) 577 UNITED STATES OF AMERICA	010 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

i) FURNITURE AND APPLIANCES	In Canadian \$
ii) CARPETS	\$ 356.00 M
iii) LEISURE PRODUCTS, TOOLS AND HARDWARE	\$ 224.00 M
	\$ 0.00 M

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
- 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

## Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 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
- use of Canadian Government export promotion activities
- competitive export pricing for this market

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.

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: PREPARE MARKET SURVEY TO IDENTIFY EXPORT POTENTIAL FOR CANADIAN CONSUMER GOODS GIVEN COMPETITIVE EXCHANGE RATE.

Results Expected: IDENTIFY SPECIFIC CONSUMER PRODUCTS WITH GREATEST EXPORT POTENTIAL.

Activity: PROMOTE COMPETITIVE PRODUCTS WITH MAJOR SAUDI TRADING HOUSES THROUGH PERSONAL CONTACTS, PARTICIPATION IN LOCAL TRADE FAIRS AND INCOMING/OUTGOING MISSIONS.

Results Expected: FAMILIARIZE SAUDI BUYERS WITH COMPETITIVE CANADIAN PRODUCTS.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 142 HOSP. &amp; MEDICAL EQUIP, INSTRUM.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	275.00M	\$ 280.00M	\$ 279.30M	\$ 281.70M
Canadian Exports \$	1.50M	\$ 0.50M	\$ 0.30M	\$ 2.10M
Canadian Share of Import Market	0.50%	0.17%	0.10%	0.70%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	041 %
ii) 128 GERMANY WEST	024 %
iii) 237 ITALY	005 %
iv) 112 FRANCE	004 %
v) 026 AUSTRIA	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) MEDICAL DISPOSABLES	\$ 48.10 M
ii) PORTABLE EQUIPMENT	\$ 20.20 M
iii) HOSPITAL FURNITURE	\$ 19.10 M
iv) DENTAL BITS, DRILLS	\$ 4.30 M

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

- i) Project Name: MINISTRY OF HEALTH/RUTLAND CONSULTANT  
 Approximate Value: \$ 1.5 M  
 Financing Source: 012 DOM  
 For further info. please contact:  
 D. HARD, CDN EMBASSY TLX: 404893 DOMCAN SJ

## 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.



## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 143 EDUCATIONAL SERVICES, EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	291.00M	\$ 324.00M	\$ 360.00M	\$ 450.00M
Canadian Exports \$	0.80M	\$ 0.70M	\$ 0.40M	\$ 0.40M
Canadian Share of Import Market	0.27%	0.21%	0.10%	0.08%

## Major Competing Countries

## Market Share

i) 051 UNITED KINGDOM	039 %
ii) 577 UNITED STATES OF AMERICA	027 %
iii) 112 FRANCE	008 %
iv) 128 GERMANY WEST	006 %
v) 512 SWITZERLAND	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) LAB EQUIPMENT	\$ 79.00 M
ii) TEXTBOOKS	\$ 18.00 M
iii) TEACHING AIDS	\$ 17.00 M

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

i) Project Name: MEDICAL TRAINING & MANAGEMENT SERVICES  
Approximate Value: \$ 2 M  
Financing Source: 025 OTHER  
For further info. please contact:  
D. HARO TLX: 404893 DOMCAN SJ

ii) Project Name: DHAHRAN MEDICAL TRAINING COLLEGE  
Approximate Value: \$ 30 M  
Financing Source: 012 DOM  
For further info. please contact:  
D. HARO TLX: 404893 DOMCAN SJ

## 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: VOCATIONAL TRAINING  
 Approximate Value: \$ 2 M  
 Financing Source: O12 DOM  
 For further info. please contact:  
 D. HARO TLX: 404893 DOMCAN SJ

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:

- 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: COMPLETE DEVELOPMENT OF CCC PROPOSAL TO MODA FOR POST-GRAD TRAINING OF TECHNICIANS.

Results Expected: TRAINING OF MEDICAL STAFF FROM SAUDI ARABIA IN CANADA

Activity: ARRANGE VISIT BY TORONTO INSTITUTE OF MEDICAL TECHNOLOGY TEAM TO INVESTIGATE DHARHAN ACADEMY PROPOSAL.

Results Expected: ESTABLISHMENT OF "MOTHER INSTITUTE" BETWEEN TIMT AND DHAHRAN ACADEMY.

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: UNDERTAKE STUDY OF THIS MARKET TO DETERMINE REAL NEEDS OVER NEXT 2 YEARS.

Results Expected: IDENTIFY MORE FULLY CANADIAN CAPABILITIES AGAINST MKT DEMANDS.

## 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: IDENTIFY AND INTRODUCE CANADIAN MANAGEMENT AND EQUIPMENT SUPPLIERS TO SAUDI CONTRACTORS AND DISTRIBUTORS.

Results Expected: ENABLE CANADIAN SUPPLIERS TO BID ON PROJECTS IN KSA.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4300.00M	\$ 3500.00M	\$ 4338.00M	\$ 4000.00M
Canadian Exports \$	19.00M	\$ 17.00M	\$ 16.00M	\$ 15.00M
Canadian Share of Import Market	0.40%	0.50%	0.40%	0.40%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	045 %
ii) 265 JAPAN	015 %
iii) 128 GERMANY WEST	010 %
iv) 051 UNITED KINGDOM	005 %
v) 354 NETHERLANDS	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) PLASTICS IND MACH	\$ 200.00 M
ii) METAL WORKING MACHINES	\$ 167.00 M
iii) PACKAGING MACHINES	\$ 0.00 M
iv) POLLUTION & WASTE TREATMENT	\$ 300.00 M

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
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 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
- use of provincial governments export promotion activities
- competitive export pricing for this market

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: SURVEY OPPORTUNITIES FOR PACKAGING MACHINERY.

Results Expected: IDENTIFY MARKET POTENTIAL FOR CANADIAN SUPPLIERS.

Activity: EXPLORE WITH ENVIRONMENT CANADA/SAUDI OFFICIALS POSSIBILITY OF COST-RECOVERABLE ASSISTANCE TO ESTABLISH WASTE MANAGEMENT POLICIES AND REQUIREMENTS AS JEC PROJECT.

Results Expected: ENCOURAGE SAUDIS TO ADOPT CANADIAN WASTE MANAGEMENT STANDARDS AND EQUIPMENT.

Activity: IDENTIFY CANADIAN COMPANIES WHO CAN OFFER INTERGRATED PACKAGE OF SERVICES & EQUIPMENT FOR TREATMENT OF MUNICIPAL/TOXIC WASTES.

Results Expected: TO INTRODUCE CDN. SUPPLIERS TO THIS MARKET

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: DEVELOP CLOSER CONTACTS WITH SIDF, THE MINISTRY OF INDUSTRY, INDUSTRIAL DEVELOPMENT DIVISION.

Results Expected: IDENTIFY PRIORITY PRODUCTS FOR LOCAL PRODUCTION.

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: ENCOURAGE THE PROPOSED SAUDI BUSINESSMEN'S MISSION TO CANADA IN SPRING 87 TO INVESTIGATE PROSPECTS FOR SOURCING INDUSTRIAL TECHNOLOGY AND MACHINERY.

Results Expected: PROMOTE JOINT VENTURE PARTNERSHIPS AND ASSOCIATED EQUIPMENT SALES.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 347 RIYADH		
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
SAUDI COMMUNICATIONS/COMPUTER SHOW, RIYADH, SAUDI AR	RIYADH	0188
TECHNOLOGY TRANSFER SOLO EXH. OR MISSION FM ARABIA	RIYADH	1087
020 MISSION OUTGOING		
COMPUTER SERVICES MISSION TO SAUDI ARABIA	RIYADH	0987
024 MISSION INCOMING		
TELECOMMUNICATIONS MISSION FROM SAUDI ARABIA (NA		0587
Sector: 017 SERVICE INDUSTRIES		
020 MISSION OUTGOING		
OPERATIONS & MAINTENANCE MISSION TO KSA & GUL		0487
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 347 RIYADH		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
SAUDI AGRICULTURE	RIYADH	0390
SAUDI FOOD PROCESSING & PACKAGING	RIYADH	0389
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING		
DEFENCE PRODUCTS		0488
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS		
SAUDI COMPUTER	RIYADH	0189
SAUDI COMMUNICATIONS/COMPUTER	RIYADH	0190
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
010 FAIRS		
SAUDI ELENEX	RIYADH	1188
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING		
TRANSPORTATION EQUIPMENT AND SERVICES	NORTH YEMEN	0489

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 347 RIYADH		
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
024 MISSION INCOMING AVIATION MISSION (ABBOTSFORD AIR SHOW)		1088
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
020 MISSION OUTGOING OIL & GAS EQUIPMENT & SERVICES	N. YEMEN	0389
Sector: 013 CONSUMER PRODUCTS		
024 MISSION INCOMING CONSUMER PRODUCTS		0489
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS SAUDI EDUCATION	RIYADH	0189
SAUDI MEDICARE	RIYADH	1088
020 MISSION OUTGOING HEALTH CARE	NORTH YEMEN	1189
024 MISSION INCOMING EDUCATIONAL SERVICES		1088
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
024 MISSION INCOMING ENVIRONMENT & POLLUTION CONTROL EQUIPMENT		0489
Sector: 017 SERVICE INDUSTRIES		
020 MISSION OUTGOING OPERATION & MAINTENANCE MISSION TO KSA & GUL	RIYADH	1088
Sector: 999 MULTIPLE SECTORS		
010 FAIRS SAUDI INDUSTRIAL TRADE FAIR	RIYADH	0290
SAUDI INDUSTRIAL TRADE FAIR	RIYADH	0289
020 MISSION OUTGOING CONSULTING SERVICES	N. YEMEN	0189



## Export and Investment Promotion Planning System

## 87/88 Trade and Economic Overview

Mission: 348 KUWAIT

Country: 311 KUWAIT

KUWAIT, IS A TYPICAL OIL-DEPENDENT STATE HAVING TO REASSESS ITS IMMEDIATE PLANS IN VIEW OF DIMINISHED OIL REVENUES & THE CONTINUING IRAN-IRAQ WAR. THE PERIOD OF MEGAPROJECTS IS OVER AS MOST OF THE COSTLY INFRASTRUCTURAL ELEMENTS ARE NOW IN PLACE AND FUTURE AMBITIOUS PLANS HAVE BEEN SHELVED BECAUSE OF OIL PRICE UNCERTAINTIES. NEVERTHELESS, KUWAIT REMAINS AN ACCESSIBLE CASH MARKET OFFERING SIGNIFICANT POTENTIAL FOR EXPORT SALES AND EVEN MORE SIGNIFICANTLY INVESTMENT IN CANADA. DESPITE THE 1986-87 BUDGET PREDICTIONS OF 38.6% REDUCTION IN STATE REVENUES (INVESTMENT INCOME NOT INCLUDED), EXPENDITURES FOR THE MINISTRIES OF DEFENSE, EDUCATION, PUBLIC HEALTH, ELECTRICITY & WATER & PUBLIC WORKS ARE FORECASTED TO BE \$7.1 BILLION CDN. COUPLED WITH KUWAIT'S VIRTUAL TOTAL DEPENDANCE ON IMPORTS, (APPROX. \$9.5 BILLION CDN IN 1985) THERE ARE PROSPECTS FOR VIRTUALLY ALL TYPES OF CANADIAN EXPORTS, THOUGH IN DIFFERING DEGREES IN THIS MARKET. AREAS OFFERING THE MOST POTENTIAL ARE SECURITY EQUIPMENT & PRODUCTS, OIL & GAS OPERATIONS & MAINTENANCE EQUIPMENT, & THE EDUCATION MEDICAL & HEALTH CARE AREAS. SPECIALIZED TELECOMMUNICATION AND RELATED CONSULTING NEEDS ALSO OFFER POTENTIAL. THE CONTINUING GULF WAR HAS REDUCED THE SIGNIFICANT KUWAITI RE-EXPORT MARKET. THE RISE OF THE YEN AND THE MARK, IN THIS PERIOD OF COST CRUNCHING, IS FOCUSING ATTENTION ON ALTERNATIVE SOURCES WITH CANADA SEEN AS A SOURCE OF SOPHISTICATED, QUALITY GOODS. THE MARKET FOR INVESTMENT FROM KUWAIT CAN BE SEGMENTED INTO THREE AREAS: A) GOVERNMENT PRIVATE & SEMI PRIVATE INSTITUTIONS, B) INDIVIDUAL KUWAITIS AND C) EXPATRIATES. THIS LATTER GROUP IS SHRINKING IN VIEW OF GOVERNMENT EFFORTS AND THE NECESSITY TO CUT BACK ON FOREIGN WORKERS. IN GENERAL THE MAIN INTEREST OF THIS GROUP IS IN ENTREPRENEURIAL INVESTMENT.

INDIVIDUAL KUWAITIS IN THE CURRENT SLUGGISH ECONOMY, AND WITH THE SOUK-AL MANAKH EXPERIENCE LOOMING OVER THEIR HEADS, HAVE A KEEN INTEREST IN FINDING INVESTMENT OPPORTUNITIES, THOUGH THEY GENERALLY TURN TO THE KNOWN DIMENSIONS OF THE U.K. & U.S. THE GOVERNMENT'S TWO PRINCIPAL RESERVE FUNDS, THE GENERAL RESERVE AND THE FUND FOR FUTURE GENERATIONS, TOTALLED OVER \$85 BILLION U.S. AT THE END OF 1985 AND FROM BEST AVAILABLE FIGURES GENERATED \$4.3 BILLION U.S. OF INCOME IN 1983/84. SUBSTANTIAL POST RESOURCES HAVE BEEN EXPENDED ON PROMOTING INVESTMENT IN CANADA, TO BOTH GOVERNMENT AND INDIVIDUALS, AS A STABLE AND REWARDING MARKET.

## Export and Investment Promotion Planning System

REPT: SYN-GEO            87/88      A. Post export program priorities

Region: MIDDLE EAST

Mission: 348 KUWAIT

Market: 311 KUWAIT

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: WHILE EXPLORING & PROD'N ARE DOWN, THE ONGOING REQUIREMENTS FOR MAINTENANCE & MODERNIZATION ARE SUBSTANTIAL. THE WEAKNESS OF THE CDN DOLLAR & DISSATISFACTION WITH EXISTING SUPPLIERS PLACES CDA IN A GOOD POSIT'N

2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: THE ON-GOING GULF WAR AND THE FEAR OF FURTHER TERRORIST ACTIVITIES PRESENTS A UNIQUE OPPORTUNITY FOR FIRMS WITH ADVANCED, STATE OF THE ART SECURITY/DETECTION EQUIPMENT.

3. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: EDUC. & HEALTH ARE TWO OF THE GOVT'S HIGHEST PRIORITIES. CDA IS VIEWED AS DYNAMIC IN BOTH AREAS OFFERING ALTERNATIVES TO THE TRAD'L U. S., U. K. SYSTEMS. IN HEALTHCARE WE ARE PERCEIVED AS INNOVATIVE & AFFORDABLE.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 007 POWER & ENERGY EQUIP. & SERV.
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 012 PETROCHEM & CHEM PROD, EQP, SERV

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 348 KUWAIT

Market: 311 KUWAIT

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 550.00M	\$ 500.00M	\$ 1250.00M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 5.00M	\$ 0.00M NA
Canadian Share of Import Market	2.00%	0.90%	1.00%	0.00% NA

## Major Competing Countries

## Market Share

i) 112 FRANCE	025 %
ii) 577 UNITED STATES OF AMERICA	020 %
iii) 051 UNITED KINGDOM	010 %
iv) 128 GERMANY WEST	015 %
v) 553 UNION OF SOVIET SOC REP	015 %
vi) 616 OTHER COUNTRIES	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

i) MILITARY VEHICLES	\$ 0.00 M
ii) ELECTRONICS	\$ 0.00 M
iii) SIMULATORS	\$ 0.00 M
iv) COMMUNICATIONS EQUIPMENT	\$ 0.00 M
v) AIMING/OBSERVATIONS	\$ 0.00 M
vi) BIOLOGICAL & CHEMICAL DEFENSE-PROTECTION MON.	\$ 0.00 M

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

i) Project Name: MINISTRY OF INTERIOR PLANNING TO MODERNIZE SECURITY & COMMUNICATIONS OPERATIONS

Approximate Value: \$ 40 M

Financing Source: 028 TO/DETER

For further info. please contact:

G. CADIEUX, CDN EMB/KUWAIT, TLX: 496-23549

## Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

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

- there are import restrictions which can present significant problems
- exports of certain products or services to this country are subject to Canadian export controls
- 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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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 missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- 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.

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

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

Activity: MINISTRY OF DEFENCE & MINISTRY OF INTERIOR OF KUWAIT RELUCTANT TO MEET WITH FOREIGN REPRESENTATIVES GOVERNMENT OR PRIVATE. MARCH 87 MISSION MAY OPEN DOORS.

Results Expected: ESTABLISH INITIAL CONTACTS, REQUIREMENTS CAN BE ASCERTAINED.

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: CONTINUED ATTEMPTS TO MAKE CONTACTS.

Results Expected: MORE KNOWLEDGE OF SECTOR, INCREASE AWARENESS OF CANADIAN SUPPLIERS.

## Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

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: CATALOGUE SHOW AT UNIVERSITY OF KUWAIT MEDICAL SCHOOL TO PROMOTE CANADIAN PRODUCTS.

Results Expected: INCREASE AWARENESS AND DEMAND FOR CANADIAN PRODUCTS NOW FINDING INCREASED FAVOUR WITH KUWAIT AUTHORITIES.

Activity: TARGET AND MEET KEY EDUCATION DECISION MAKERS.

Results Expected: ENCOURAGE VISITS TO CANADIAN EDUCATION/ GOVERNMENT INSTITUTIONS TO INCREASE KNOWLEDGE OF CANADIAN PRODUCTS AND SERVICES.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 348 KUWAIT

Market: 311 KUWAIT

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	100.00M	\$ 120.00M	\$ 180.00M	\$ 100.00M
Canadian Exports \$	0.70M	\$ 0.80M	\$ 1.20M	\$ 1.50M
Canadian Share of Import Market	0.70%	0.60%	0.80%	1.50%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	070 %
ii) 237 ITALY	003 %
iii) 128 GERMANY WEST	005 %
iv) 265 JAPAN	005 %
v) 051 UNITED KINGDOM	005 %
vi) 616 OTHER COUNTRIES	012 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PETROCHEMICAL	\$ 0.00 M
ii) EXPLORATION	\$ 0.00 M
iii) OIL PIPES AND VALVES	\$ 0.00 M
iv) OIL RIG MACHINERY	\$ 0.00 M
v) POLLUTION CONTROL SYS.	\$ 0.00 M
vi) DRILLING	\$ 0.00 M
vii) REFINERIES SERVICES	\$ 0.00 M

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

- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

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
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- use of provincial governments export promotion activities
- competitive export pricing for this market
- 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: MEETINGS WITH KEY DECISION MAKERS A KUWAIT OIL COMPANY, KUWAIT NATIONAL PETROLEUM COMPANY, KUWAIT PETROLEUM COMPANY TO DETERMINE VALUE OF SIGNIFICANT O & M OPPORTUNITY.

Results Expected: ESTABLISH INVENTORY OF MAINTENANCE AND REPLACEMENT OPPORTUNITIES FOR CDN SUPPLIERS. WHILE MAJOR PROJECTS ARE FEW O & M POTENTIAL IS SIGNIFICANT.

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 VISITS BY CANADIAN EXPERTS IN NEW, EFFICIENT PRODUCTION EXPLORATION TECHNIQUES.

Results Expected: ENHANCE REPUTATION OF CANADIAN EXPERTISE, CAPABILITIES.

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 348 KUWAIT

Market: 311 KUWAIT

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	400.00M	\$ 350.00M	\$ 275.00M	\$ 250.00M
Canadian Exports \$	2.00M	\$ 1.00M	\$ 0.70M	\$ 0.60M
Canadian Share of Import Market	0.50%	0.28%	0.28%	0.24%

## Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	040 %
ii) 577 UNITED STATES OF AMERICA	035 %
iii) 128 GERMANY WEST	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) EDUCATIONAL TRAINING	\$ 0.00 M
ii) HOSPITAL & MEDICAL EQUIPMENT	\$ 200.00 M
iii) EDUCATIONAL CONSULTING	\$ 0.00 M

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

i) Project Name: NEW UNIVERSITY IN KUWAIT  
Approximate Value: \$ M  
Financing Source: 028 TO/DETER  
For further info. please contact:  
G. CADIEUX, CDN EMB/KUWAIT TLX: 496-23549

ii) Project Name: IE/A SCIENCE CENTRE  
Approximate Value: \$ 40 M  
Financing Source: 028 TO/DETER  
For further info. please contact:  
T. STORMS, CDN EMB/KUWAIT TLX: 496-23549



## Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

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
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- 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:

- aggressive marketing on the part of Canadian Exporters
- use of provincial governments 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: VISIT OF MINISTER OF EDUCATION OF ONTARIO.

Results Expected: HIGHER PROFILE FOR CANADA.

Activity: VISITS TO KEY PURCHASING PERSONNEL IN HOSPITALS, CLINICS. MINISTRY TO PROMOTE CANADIAN MEDICAL & HEALTH CARE PRODUCTS.

Results Expected: ESTABLISH REQUIREMENTS AND INCREASE AWARENESS OF CANADIAN EXPERTISE.

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: CATALOGUE SHOW AT UNIVERSITY OF KUWAIT MEDICAL SCHOOL TO PROMOTE CANADIAN PRODUCTS.

Results Expected: INCREASE AWARENESS AND DEMAND FOR CANADIAN PRODUCTS NOW FINDING INCREASED FAVOUR WITH KUWAIT AUTHORITIES.

Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

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: TARGET AND MEET KEY EDUCATION DECISION-MAKERS.

Results Expected: ENCOURAGE VISITS TO CANADIAN EDUCATION/  
GOVERNMENT INSTITUTIONS TO INCREASE KNOW-  
LEDGE OF CANADIAN PRODUCTS AND SERVICES.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 348 KUWAIT		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS MIDDLE EAST FOOD SHOW(MEFEX)	BAHRAIN	0288
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
024 MISSION INCOMING MISS. FM KUWAIT, ABU DHABI & KSAON HEALTH CARE SERVI	TORONTO	0687
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 348 KUWAIT		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS MIDDLE EAST FOOD SHOW MEFEX	BAHRAIN	0290
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
024 MISSION INCOMING INFO BOOTH AT SECURITY SHOW IN GULF (TO BE SEL.)	BAHR/GATAR/KUW./UAE	89
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS MIDDLE EAST COMMUNICATIONS SHOW, MECOM	BAHRAIN	0389
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
024 MISSION INCOMING AUTO. EGPT MISS. TO CDA FM KUWAIT/BAHRAIN		0688
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS MIDDLE EAST OIL SHOW	BAHRAIN	0389
024 MISSION INCOMING BUYERS TO NATIONAL PETROLEUM SHOW BUYERS TO INTER CAN 89	CALGARY EDMONTON	0690 0689
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
024 MISSION INCOMING EDUCATIONAL AND HEALTH CARE MISSION TO CANADA	TORONTO/MONTREAL/OTT	1088

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 348 KUWAIT		
Sector: 999 MULTIPLE SECTORS		
024 MISSION INCOMING HI LEVEL INVESTMENT MISSION TO CANADA	TORONTO/MONTREAL	0988

