Canadian Agriculture and Agri-Food

Exporter's Guide to Opportunities in the Middle East:

SYRIA

AGRI·FOOD
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Canadian Business Develoment International
Presents:

Canadian Agriculture and Agri-Food
Exporter's Guide to Opportunities in the Middle East:
SYRIA

OTHER AVAILABLE COUNTRIES IN THE STUDY

United Arab Emirates
Bahrain
Saudi Arabia
Kuwait
Qatar

Oman
Jordan
Lebanon
Yemen

Canadian Business Development International (CBDI) has been contracted by the Market Industry Services Branch of Agriculture and Agri-Food Canada to provide an overview of the export opportunities and general guidelines for Canadian exporters of agriculture and agri-food products in the following 10 countries in the Middle East:

1) Saudi Arabia	2) United Arab Emirates
3) Bahrain	4) Kuwait
5) Oman	6) Qatar
7) Jordan	8) Lebanon
9) Syria	10)Yemen

The studies of the other nine countries are available from Agriculture and Agri-Food Canada. All reports are available in English and French.

The study is a collection of the best available government and private sector information from Canada and abroad. It is designed to provide the reader with a fully compiled and referenced single source for all of this material as well as a detailed analysis of secondary import and export statistics provided by Statistics Canada and the World Trade Database.

The information contained in this document has been reviewed by trade and commodity experts at Agriculture and Agri-Food Canada, Department of Foreign Affairs and International Trade, and Canada's posts in the countries, and has met with their approval.

For a comprehensive list of the sources used by CBDI and a directory of contacts for further information please see the Bibliographical Index and Contact Information sections at the end of the report.

EXECUTIVE SUMMARY

INTRODUCTION:

The Agriculture and Agri-Food Exporter's Guide to Opportunities in the Middle East is designed to provide the reader with a single source reference manual on the key elements and opportunities for exporting to ten countries in the Middle East. It is intended for use by Canadian agri-food exporters. Trade Commissioners and other government officials will also find it a useful source document for information requests.

This study is in a modular format, such that each country profile can act as stand-alone documents, detailing the relevant information for potential Canadian exporters.

The statistical data included in this document has been provided by Statistics Canada (for Canadian exports) and the World Trade Database (for country imports). Due to the time and recording differentials inherent in the two databases, Canadian export statistics are provided in Canadian dollars, up to 1995; whereas country import statistics are only available in US dollars up to 1994. This standard is consistent throughout the document.

POTENTIAL OPPORTUNITIES:

The Middle East is generally an arid region with limited land available for agricultural production. Irrigation methods are used, however, countries (specifically Saudi Arabia) are finding it more difficult to drill for fresh and usable water, resulting in a further reduction of productive capabilities. As such, the region tends to import a large amount of agriculture and agri-food products to support consumption demands. These imports range from US$140 million (Qatar in 1994) to US$4.1 billion (Saudi Arabia in 1994). Thus it is clear that the Middle East offers immense potential for Canadian agri-food exporters.

Key opportunities include:

- **Processed Food and Products:** ***(HIGH)*** There are extensive opportunities for value-added products in all ten countries covered by this study, however, Saudi Arabia, the UAE, and Kuwait offer the best potential for growth.
- **Special Crops:** ***(HIGH)*** Canadian exports of special crops to the region have been increasing steadily over the past several years, with new opportunities emerging in chick peas and other pulses. Key markets are: the UAE, Saudi Arabia, Kuwait, and Syria.
- **Beverages:** ***(HIGH)*** Since most countries in the Middle East are predominantly Muslim, there is a high demand for non-alcoholic beverages. Canadian fruit and vegetable juices, carbonated flavoured water, and mineral water have the potential to do very well in the region. Bahrain, and the UAE in particular, offer a great deal of potential for alcoholic beverages as well.
- **Grains and Oilseeds:** ***(HIGH)*** Although Canadian exports of grains and oilseeds have tended to be either erratic or declining, there are significant opportunities for barley, wheat, canola oil and niche products in many countries, most notably Saudi Arabia and the UAE.
- **Eggs and Poultry:** ***(MEDIUM)*** There are promising opportunities for egg-type and broiler-type breeding chicks in Saudi Arabia, the UAE, Bahrain, and Yemen. As well, since pork is not consumed in most of the countries, poultry meat is generally a staple.
- **Livestock and Other Animal Products:** ***(MEDIUM)*** Despite rigorous import regulations, the Middle East is a large import market for live animals and meat products. Strong potential exists in the UAE, Saudi Arabia, Jordan, and Syria.

GENERAL CONSTRAINTS:

Many North American's perceive the Middle East to be too complicated a market to enter, despite the significant opportunities that await determined exporters. Although there are very real constraints to dealing with the Middle East, they are easily overcome with the right approach. Some of the more notable difficulties include:

- **Transportation Costs:** Due to the long distances, there are considerable costs involved in exporting goods to the Middle East. Furthermore, containerization is often a problem. Since Canada does not import enough products that require refrigerated or ventilated containers, exporters often find it costly to bring these specialized containers up from the US.
  - *Although these are real constraints, Canadian exporters may consider consolidating shipments to the Middle East to reduce costs and avoid partially empty containers from increasing shipping costs.*

- **Language and Cultural Barriers:** Unlike exporting to the US or Europe, the Middle East is a dramatically different environment in which to operate. There are very specific ways to conduct business which may seem foreign to many Canadian exporters.
  - *These barriers are easily overcome with frequent visits to the region. Also important is the selection of a good agent who can bridge the gap in culture and language for the exporter*

- **Strict Regulations:** The Middle East has a number of regulations that make exporting to the region complex and cumbersome. Most notably are the strict halal requirements for animal products and bilingual (and other) labelling requirements and production and expiry dates for all goods.
  - *The Canadian embassies in the region can help exporters understand and comply with these regulations, as well as assist in the selection of a good agent who will also help. This document also explains a number of the requirements for exporting to the region.*

It should also be noted that Canadian producers have an inherent advantage in meeting the labelling demands of the region, since they are already accustomed to printing bilingual labels for domestic use.

MARKETING TIPS:

Below are some suggestions for marketing Canadian products to the Middle East:

- If possible, visit the region. Face-to-face contact can be the difference between marketing success and failure. Bring product samples (where applicable) and be prepared to discuss price.
- Consider participating in major food shows in the area; for example, the Gulf Food Show in Dubai, UAE is an excellent way to meet potential customers from throughout the region and beyond.
- Eye-catching designs, logos, and colours that identify the product as Canadian may boost sales.
- Be ready to assist with shipping. If necessary, be ready to recommend a shipping company or directly arrange shipment and provide shipping costs.
- Be prepared to discuss marketing and advertising strategies. Gulf importers, in particular, are increasingly looking for advertising advice and assistance, especially with new-to-market products.
- Be aware that many importers will request exclusive agency agreements with suppliers. In many cases, local laws make it difficult to terminate an agency agreement, even with due cause. Thus selecting a good agent is particularly important.

REGIONAL INFORMATION

MARKETING:
The Middle East is a dynamic and diverse region with differences in the way business is conducted both within and between the various countries. However, there are some general rules for marketing products in the region.

- Face to face contact can significantly increase the chances of establishing successful business relations.
- Maintaining that relationship through frequent communications is equally important for success.
- The countries in the region are mostly cash markets, with substantial revenues from oil resources.
- Many of the countries have young populations, implying higher disposable income and expected growth in the future.
- The Gulf countries in particular have highly advanced agriculture and agri-food markets that tend to be very price competitive.
- The region has a strong knowledge and growing desire for Western products.

Key points to stress when selling products are:

- competitive price;
- Canadian origin; and
- the high-quality of the products.

Considerable emphasis should be placed on the role of these countries as possible markets for re-export of Canadian products. The port of Dubai in the United Arab Emirates (UAE) in particular, is a major re-export market, serving markets in other Gulf countries, Pakistan, Iran, and countries of the former Soviet Union (FSU). The Dubai World Trade Centre reported that Dubai imports approximately 70% of the UAE's consumable items, worth US$1.9 billion per year. Around 70% of these imports are then re-exported. Approximately 20% of these re-exported goods go to Iran, which is Dubai's largest re-export market. Dubai's re-exports to FSU countries were US$405 million in 1995, 27% of which was comprised of agricultural and agri-food products (not including equipment and chemical fertilizers). Azerbaijan is the leading market in the FSU for these re-exported goods.

Each country has specific, and often complex marketing regulations, such as labelling requirements and best before dates, that potential Canadian exporters should examine carefully before bringing their products to the region. For example, in Bahrain, baby food has an 18 month expiry period compared with a 12 month period in the UAE or Saudi Arabia. This example serves to highlight the importance of verifying each country's regulations before any sales are made. The Trade Annex that accompanies each country profile provides the details of many of these regulations.

It is strongly recommended by Migra's Canadian Exporters Guide (1995) that the term "**Persian Gulf**" should not be used on goods, documents, or letters for some destinations in this region. Anything so marked might be confiscated and destroyed by the Arab authorities. The term "**Arabian Gulf**" should be used.

PRICING:
Generally, it is recognized that shipping adds considerably to the cost of items manufactured in Canada, which can face stiff competition from Far Eastern and European suppliers. Thus pricing of products, particularly processed or semi-processed foods and beverages is particularly important. Many of the countries in the region are very price competitive markets, however, high Canadian quality goes a long way.

Moreover, exporters should consider the option of consolidating shipments of various products in order to reduce the burden of transportation costs, thereby making products more price competitive when they reach the markets.

Some of the countries in the region have strict policies with respect to pricing, while others have general norms that are followed by most exporters. Pricing policies are listed in the Annexes for each country.

RESTRICTED IMPORTS:
All imported beef and poultry products require a health certificate from the country of origin and a halal slaughter certificate issued by an approved Islamic centre in the country of origin ("halal" slaughter refers to animal slaughter performed according to Islamic law).

TRADE ARRANGEMENTS:
Gulf Cooperation Council (GCC):
The Gulf Cooperation Council (GCC) consists of six member countries (Saudi Arabia, the United Arab Emirates, Kuwait, Bahrain, Qatar, and Oman). The GCC controls half of the proven oil reserves outside the former Soviet Union, and accounts for about 40% of all the oil moving in international trade. Created in 1981, the GCC tried to maintain the balance of power in the Gulf by strengthening multilateral cooperation in security and economic matters. The presidency of the GCC rotates yearly among the rulers of the member countries. The GCC is headquartered in Riyadh, Saudi Arabia.

As far as trade is concerned, the GCC is a loose confederation which serves only as a policy-coordinating forum for its members. It cannot impose trade policies upon its member states, thus each is free to pass and enforce its own trade laws.

In recent years there has been growing cooperation among GCC members on certain issues, such as:
- establishing standards;
- setting tariff ranges; and
- intellectual property protection.

There is also consideration being given to forming a customs union. Renewed work on a free trade area between the GCC and the EU is also pushing the six member states to closer coordination.

Arab Cooperation Council (ACC):
Jordan, Yemen, Egypt, and Iraq signed an agreement in February 1989, joining the countries in a new Arab economic bloc called the Arab Cooperation Council (ACC). The new community was designed to create a common market and encourage investment in joint projects. The goals of the association are to achieve economic integration in all production centres and coordinate the many areas including the economy, residence, travel, finance, industry, agriculture, transport, and communications.

Arab League Boycott of Israel
In 1994, the Arab League boycott of Israel was partially lifted. The original boycott was initiated in 1959 and stated that all products coming directly from Israel, through Israel, or containing inputs from Israel were banned from all Arab League countries. Moreover, trade with countries that also traded with Israel was restricted. The 1994 partial alleviation of the ban left only the primary ban on Israeli products intact.

SYRIA

Official Name	Syrian Arab Republic
Head of State	President Hafez al-Assad
Minister of Agriculture	Mr. Asaad Mustafa
Language	Arabic (Official), Kurdish, Armenian, Aramaic and Circassian, French, and English
Population (1995)	15.5 million
Currency	Syrian Pound (SL)
Real GDP Growth (1995)	6.5%
Gross Domestic Product (1995 Per Capita)	$5,000
Consumer Price Inflation (1995)	22%
External Debt (1995)	$22.2 billion
Principle Growth Sectors	Agriculture, Manufacturing, Telecommunications
Total Country Exports (1995)	$4 billion
Total Country Imports (1995)	$5 billion
Agri-Food Imports from the World (1994)	US$662.9 million
Agri-Food Imports from Canada (1995)	CDN$4.3 million

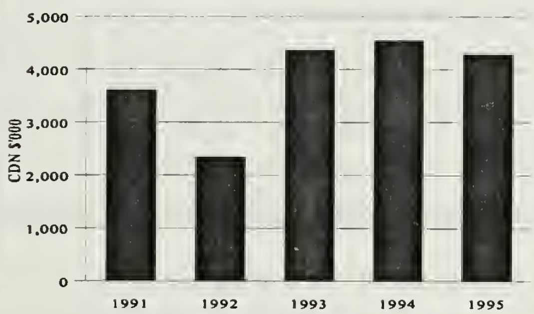
Canada's Agricultural Exports to Syria 1995

Syria's Agricultural Imports 1994

CANADA'S AGRICULTURAL EXPORTS TO SYRIA

StatsCan : IN CDN $'000	1991	1992	1993	1994	1995
Grains & Oilseeds	3,609	2,098	4,370	4,545	4,292
Livestock & Animal Products	0	0	0	0	0
Special Crops	0	48	0	0	0
Fruits, Nuts, & Vegetables	0	198	0	0	0
Dairy Products	0	0	0	0	0
Eggs & Poultry	0	0	0	0	0
Processed Food and Products	0	0	0	0	0
Beverages	0	0	0	0	0
TOTAL EXPORTS	3,609	2,344	4,370	4,545	4,292

Canada's Agricultural Exports to Syria 1991 - 1995

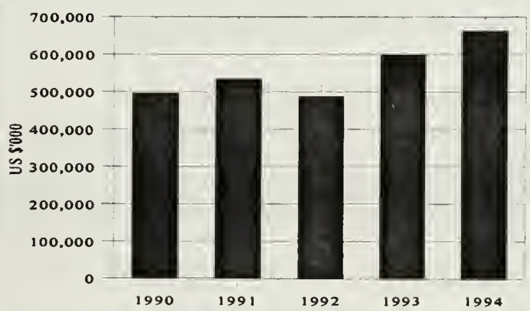


* Import and export totals may not match the sum of the commodities due to grouping and rounding procedures.

SYRIA'S TOTAL AGRICULTURAL IMPORTS

WTDB : IN US $'000	1990	1991	1992	1993	1994
Grains & Oilseeds	218,632	152,628	176,659	219,290	189,012
Livestock & Animal Products	37,933	45,172	29,656	49,506	50,768
Special Crops	216	835	1,344	16,122	51,744
Fruits, Nuts, & Vegetables	9,595	5,055	9,612	9,583	19,953
Dairy Products	9,760	17,014	31,275	41,198	31,030
Eggs & Poultry	2,232	1,969	2,897	2,554	2,348
Processed Food and Products	216,455	308,744	213,586	256,900	313,635
Beverages	1,962	2,369	5,000	4,870	4,490
TOTAL IMPORTS	496,785	533,786	488,029	600,023	662,980

Syria's Agricultural Imports From the World 1990 - 1995



SYRIA

BACKGROUND INFORMATION

Political Economy:

Syria is a country in slow transition from a centrally planned economy to a free market system. The process is time consuming and involved, but is a very positive sign for future growth prospects in Syria.

Breakdown Gross Domestic Product by Sectors (as a percentage of the whole)

SECTOR	1992	1993	1994	1995	1996
Agriculture	31	29	28	27	27
Mining & Manufacturing	14	14	13	14	14
Building & Construction	4	4	4	4	4
Wholesale & Retail Trade	26	26	27	27	27
Transport & Communications	9	10	11	11	11
Finance & Insurance	4	5	5	5	5
Social & personal Services	2	2	2	2	2
Government Services	10	10	10	10	10
Total	100	100	100	100	100

Source: 1992-1994, Statistical Abstract, 1995 Edition, Central Bureau of Statistics, Syrian Arab Republic, 1995 and 1996

Agriculture in Syria:

Agriculture, along with crude oil production, is the Syrian government's top economic development priority. The government's goals are to achieve as much self-sufficiency as possible in food requirements and to free limited foreign exchange reserves for other uses.

In 1995, due to unusually high rainfall, agricultural performance was good. Government incentives had a positive effect on both production and delivery of grains to official procurement agencies. Official procurement prices for wheat, cotton, and sugar beets were increased in 1995/96.

Dairy production increased slightly in 1995. Syria still imports powdered milk, butter, and butter ghee in order to meet consumer demand at current price levels. On the other hand, poultry production, specifically table eggs, day-old chicks, and broilers, is sufficient to enable exports of some quantities of these products.

Syria had a record wheat harvest in 1996 and became a net exporter of wheat and wheat flour in 1995 for the first time since the mid-seventies.

Agricultural Trade in Syria:

Syria's imports of agri-food products have increased from US$496 million in 1990 to US$663 million in 1994, with major growth in special crops and processed food. Canadian agri-food exports to Syria are exclusively in the form of grains, with sales that have hovered around $4.4 million for the past several years.

NEW AND EMERGING OPPORTUNITIES:

Syria offers a number of opportunities for Canadian exporters of agricultural inputs and equipment, as new investments are made to expand yields and bring more land under cultivation. The best potential can be found by focussing on private sector farms or the large agricultural development companies - which are essentially joint venture between private investors (both domestic and foreign) and the government. Key opportunities include the following sectors:

- ♦ agricultural machinery and technical know-how;
- ♦ food processing and packaging equipment; and
- ♦ seeds, pesticides, and fertilizer.

Also, as mentioned above, Syrian imports have increased in all agri-food product categories.

- ♦ Special crops imports increased from US$216,000 in 1990 to over US$51 million in 1994.
- ♦ Imports of processed food and products grew by over US$100 million dollars over that time to reach US$313.6 million in 1994.

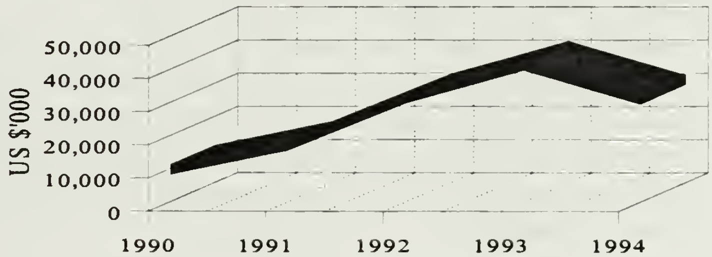
DAIRY PRODUCTS

Market Dynamics:
According to trade sources, imports of powdered milk, butter, and butter ghee increased in 1995 due to a 3.4% increase in population. Official imports are expected to decrease in 1996 due to the ban on imports of dairy products from some European countries. Imports of dairy products have increased from US$9.7 million in 1990 to US$31 million in 1994.

- ♦ Syrian imports of milk and cream (concentrated or sweetened) increased from US$4.8 million in 1990 to US$16.5 million in 1994.
- ♦ Butter imports also increased substantially, from US$3.7 million in 1990 to US$12.6 million in 1994.

SYRIA'S IMPORTS OF: DAIRY PRODUCTS

Syria's Imports From The World



Key Competitors In This Market

➢E.U.

Due to Syria's change in purchasing decisions away from some European countries, there may be opportunities for Canadian exporters to enter this growing market. Moreover, Syria offers strong potential for joint-venture and investment projects that are consistent with the country's move towards self-sufficiency.

Constraints & Competitors:
Most dairy product imports have come from the EU.

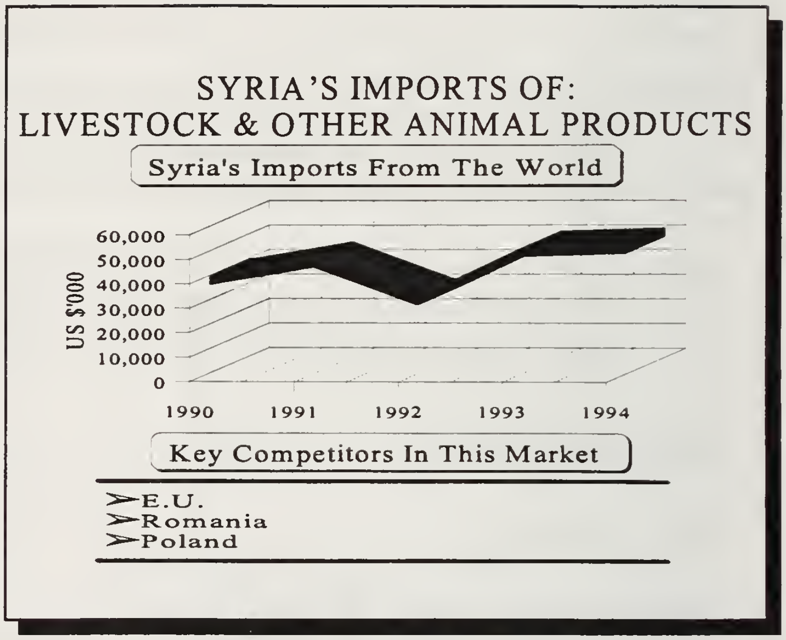
- ♦ The milk and cream market is dominated by the Netherlands, Belgium-Luxembourg, and Denmark, which together accounted for over 90% of imports in 1994.
- ♦ The Netherlands and Finland were responsible for over 80% of Syria's butter imports in 1994.

LIVESTOCK AND OTHER ANIMAL PRODUCTS

Market Dynamics:

Syrian imports of livestock and other animal products increased from US$40 million in 1990 to US$51 million in 1994.

- ♦ This increase is almost exclusively in imports of live sheep and goats which grew by more than US$10 million from 1990 to reach US$45.5 million in 1994.
- ♦ Syria's imports of live bovine cattle also increased from US$1 million in 1990 to over US$3.5 million in 1994.
- ♦ Although imports of bovine meat increased from 1990 levels of US$533,000 to US$989,000 in 1995, this represents a decline from US$2.3 million in 1993.



Trade sources expect production and consumption of beef to increase in 1995 and beyond. The increase in the demand for beef can be attributed to lower retail prices for beef compared to mutton. Currently, the price of mutton of the Awassi breed, which is in high demand in Syria, is about 35% higher than beef. Syria currently has between 1 million and 1.5 million live dairy animals in their domestic herd. The size of this market and the expected increase in beef consumption and dairy requirements make Syria a strong candidate for potential joint-venture projects in the live animals and genetics sector.

Investment in Syria may also afford Canadian companies a possible entry point into a number of other countries in the region. This would allow Canadian producers to alleviate the high cost of airfreight from Canada, thereby competing more closely with the Europeans who currently dominate the market in many of the Middle Eastern countries.

Constraints & Competitors:

Principal competitors in this market are the EU (bovine meat); Romania (live bovine), and Romania and Poland (live sheep and goats).

ANNEX A: MARKETING INFORMATION

Background Information:

For marketing purposes, Syria can be divided into two zones: Damascus in the south; and the northern region, centred in Aleppo. Approximately four million of Syria's 14 million people live in the vicinity of Damascus and the population is growing at a rate of eight percent per year. As the centre of government, Damascus is the major contact point for selling to the public sector. In addition, a significant portion of private sector trading and industrial activity is located in the capital.

Aleppo, in the north, Syria's second largest city, with a population of over 2 million people, is becoming Syria's main centre for private sector industrial development, especially textiles, food processing, pharmaceuticals, glass, and metals production. The northern secondary cities of Hama, Homs, Latakia, Tartus, and Dayr al-Zur also offer significant marketing opportunities.

Pricing:

Syrian consumers are heavily price conscious and have been known to make many of their purchasing decisions based solely on the price of the product. Hence, Canadian firms considering entering the Syrian market are well advised to consider every component in the pricing process very carefully, particularly considering the increased costs associated with shipping from North America when compared with Europe.

ANNEX B: TRADE REGULATIONS

Import Licensing:

Policy with respect to imports and exports is determined by the Ministry of Economy and Foreign Trade. Import licenses are issued by this Ministry, while exchange licenses for invisibles and capital transactions are issued by the Exchange Office.

Virtually all imports require an import license. Syria prohibits imports of all food and other products that directly compete with locally produced goods (ie: cheese and fruits), as well as all commodities originating in Israel.

Many basic commodities (including salt, tobacco, and wheat) are imported only by state-trading agencies or, for their own account, by certain other official agencies.

Credit and Payment Conditions:

- ***Usual Terms:*** Penalty clauses on letters of credit are common; care is advised when accepting conditions. Letters of credit must be opened through the Commercial Bank of Syria. Confirmed, irrevocable letters of credit are recommended. The usual terms are 60 to 120 days.

- ***Transfer Situation:*** Local payment delays of two months and foreign exchange delays of four months have been reported.

Customs Tariff:

All goods imported into Syria are subject to customs duty and unified tax. Customs duty rates are progressive and range from 1% to 200%, depending on the government's view of the necessity of the product. Food and industrial raw materials carry relatively low rates.

Taxes:

There is an import surcharge (called a license fee) of 2% on all imports except those by the Government, and imports of certain essentials, including raw materials. Special imports surcharges range from 6 to 35%.

Labelling Requirements:

Syria requires that food and dairy products be labelled in Arabic, or bilingual labels (with the Arabic prominent with larger lettering). The labelling should include the following information:

- name of producer/exporter;
- ingredients;
- date of manufacturing; and
- date of expiry.

ANNEX C: LOGISTICS

Infrastructure in Syria:

Until recently, Syria's markets were relatively small by international standards and dominated by the public sector; consequently, sales and distribution channels were relatively simple. Agents/distributors representing international firms could easily service their clientele, whether in the public or private sectors, from their central offices. However, a rapidly growing population and a burgeoning private sector (stimulated by the government's economic reform program) are causing evolutionary developments in this field. While some companies continue to serve customers in the old ways, others have opened branch offices or contracted sub-agents in the growing markets of Aleppo, Hama, Homs, and the coastal cities of Latakia and Tartus. Also spurred by economic reform, entrepreneurs have started new transportation companies, increasing the speed, and decreasing the cost of delivery, through a growing national transportation infrastructure.

Entry and Warehousing:

Customs procedures in Syria are cumbersome and tedious because of complex regulations. The Syrian government grants temporary entry for the following reasons:

- Large Projects;
- International Organizations;
- Tourists; and
- Trade Shows.

Key Ports of Entry:

The principal port in Syria is *Lattakia*. Secondary ports are *Bania* and *Tartous*.

Free Trade Zones:

The General Organization of Free Zones (GOFZ) was established in 1972 to promote foreign investment in Syria and to maximize Syria's economic potential and historic trading role as a "bridge" between east and west. Free zones are currently in operation at the following places:

- three in Damascus;
- one in Aleppo; and
- one each in the ports of Lattakia and Tartous.

In addition there is a free zone near Dar'a, which is a joint venture between Syria and Jordan.

Importer/Agency Agreements:

Syrian law does not require a foreign firm that wishes to do business here to have an agent or distributor. Syrian businesses often order directly from foreign firms without seeking to establish an agent/distributor relationship. However, since many such deals occur only once, development of a long-term presence in the market usually requires an agent/distributor who can actively promote the product, follow leads, respond quickly to government tenders, and offer customer service.

BIBLIOGRAPHICAL INDEX - SYRIA

BACKGROUND INFORMATION:

Department of Foreign Affairs & International Trade
- "Doing Business in the Middle East" (September, 1996)

Agriculture and Agri-Food Canada
- "Agri-Food Overview of the Gulf States" (1996)

United States Department of Agriculture - Foreign Agricultural Service (USDA/FAS)
- Attache Reports
- Food Market Report

These information products provide a comprehensive review of the country's agricultural production characteristics, trade policies, and market issues. They are a valuable tool for any exporter in assessing the opportunities for agricultural exports to a given country or region. These reports (and others) can be accessed electronically via the Internet at: ***http://ffas.usda.gov/ffas/markres.html***.

United States National Trade Databank
- International Trade Administration - "Country Commercial Guide"

The "Country Commercial Guides" offer the reader a broad analysis of the political/economic make-up of a country as well as a review of the economic trends and outlook for a number of industrial sectors.

EXPORT OPPORTUNITIES:

United States Department of Agriculture - Foreign Agricultural Service (USDA/FAS):
- Attache Reports

Statistics Canada
- Canadian Export Statistics (1988 - 1995)

World Trade Database
- Syria's Import Statistics from the World (1990 - 1994)

ANNEXES:

Arab World Online (AWO)

One of the most used sites for this study, Arab World Online is an information source with direct access to virtually every aspect of the Arab world. AWO is a joint-venture between the National U.S.-Arab Chamber of Commerce (NUSACC) and Multitasking Online. This site provides general overviews on all the countries in the Study, as well as detailed marketing, trade, and logistics information. Notably, the **Halal Requirements** section of Annex B is taken directly from this site. It can be accessed via the Internet at: ***http://www.awo.net***.

Arab Net

Arab Net is a web site that compiles a great deal of the relevant country and regional information available on the Internet into one, easy to use, site. It can be accessed at: ***http://www.arab.net***.

Dun & Bradstreet Exporter's Encyclopaedia (1995)

This is the single most often cited information product used in the Annexes. It provides a detailed guide to trade and logistical information for all of the countries in the study, as well as a variety of other useful information for exporters interested in the region.

Migra's Canadian Exporter's Guide.

One of the few private sector Canadian sources available, this guide offers some very detailed documentation requirements for the countries in the region.

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CANADIAN GOVERNMENT

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SYRIAN GOVERNMENT

No Syrian Government contact information was available at the production of this document.

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