

Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 631 BUENOS AIRES

Market: 001 ARGENTINA

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) \$	150.00M	\$ 195.00M	\$ 155.00M	\$ 156.00M
Canadian Exports \$	1.80M	\$ 1.40M	\$ 1.80M	\$ 1.80M
Canadian Share of Import Market	1.20%	1.00%	1.20%	1.20%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	037 %
ii) 128 GERMANY WEST	016 %
iii) 265 JAPAN	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) RADIOACTIVE ELEMENTS AND ISOTOPS	\$ 1.00 M
ii) BIOLOGICAL AND MEDICAL SUPPLIES	\$ 0.10 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 high
- 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
- high tariffs
- non-tariff protectionist measures which are difficult to overcome