

08/01/90

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC3

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 CONSULTING SERVICES SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: SERVICES INCLUDING CONSULTING

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	582.00 \$M	500.00 \$M	477.00 \$M	450.00 \$M
Canadian Exports	9.00 \$M	9.00 \$M	10.00 \$M	10.00 \$M
Canadian Share of Market	1.50 %	1.80 %	2.10 %	2.30 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	32.00 %
UNITED KINGDOM	22.00 %
AUSTRIA	10.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. HOSPITAL MANAGEMENT
2. LABORATORY MANAGEMENT
3. O & M

Factors contributing to current successful Canadian exports:

- Import restrictions are not a impediment in this sector
- Aggressive marketing
- PEMD support
- Provincial export promotion
- Competitive pricing
- Exporters willing to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
 - Lack of promotion and advertising
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