

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: YAOUNDE

Market: REPUBLIC OF CAMEROON

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: EDUCATIONAL SERVICES, EQUIPMENT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	120.00 \$M	90.00 \$M	200.00 \$M	160.00 \$M
Canadian Exports	30.00 \$M	10.00 \$M	70.00 \$M	2.00 \$M
Canadian Share of Market	25.00 %	11.00 %	35.00 %	1.10 %

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

Major Competing Countries	Market Share
FRANCE	45.00 %
UNITED STATES OF AMERICA	12.00 %
UNITED KINGDOM	8.00 %
SPAIN	5.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Equipement technique de construction scolaire
2. Cité Univer. Yaounde
3. Inst. Catholique Un.

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- CIDA programs
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Limited Canadian capabilities
- Performance of local agent or representative