

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 279 KENYA

Sector: 011 OIL & 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) \$	75.00M	\$ 65.00M	\$ 85.00M	\$ 70.00M
Canadian Exports \$	20.00M	\$ 2.00M	\$ 19.55M	\$ 0.16M
Canadian Share of Import Market	26.60%	3.07%	23.00%	23.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 128 GERMANY WEST	000 %
iii) 112 FRANCE	000 %
iv) 051 UNITED KINGDOM	000 %

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) DRILLING EXPLORATION	\$ 20.00 M
ii) AEROMAGNETIC SURVEY	\$ 4.00 M
iii) CONSULTING SERVICES	\$ 15.00 M
iv) EQUIPMENT (OIL REFINERY/PIPELINE)	\$ 5.00 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:

- 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