

## Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 042 ARMAMENTS &amp; VEHICLES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	750.00M	\$ 500.00M	\$ 100.00M	\$ 250.00M
Canadian Exports \$	50.00M	\$ 50.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	6.00%	10.00%	0.00%	0.00%

## Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 112 FRANCE	000 %
iii) 051 UNITED KINGDOM	000 %
iv) 047 BRAZIL	000 %
v) 026 AUSTRIA	000 %
vi) 499 SPAIN	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

i) ARMoured VEHICLES	In Canadian \$
ii) SPECIAL SERVICES VEHICLES	\$ 0.00 M
	\$ 50.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:

THERE IS NEED FOR SENIOR HIGH LEVEL POLITICAL INVOLVEMENT FOR MAJOR SALES.