

Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	800.00M	\$ 1000.00M	\$ 1600.00M	\$ 1800.00M
Canadian Exports \$	200.00M	\$ 250.00M	\$ 270.00M	\$ 300.00M
Canadian Share of Import Market	25.00%	25.00%	17.00%	17.00%

Major Competing Countries

Market Share

i) 075 CANADA	025 %
ii) 507 SWEDEN	020 %
iii) 577 UNITED STATES OF AMERICA	015 %
iv) 354 NETHERLANDS	012 %
v) 128 GERMANY WEST	010 %
vi) 265 JAPAN	008 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$

i) TELEPHONE MAINTENANCE & OPERATIONS (SERVICES)	\$ 500.00 M
ii) PRIVATE COMMUNICATIONS SYSTEMS	\$ 100.00 M
iii) DATA COMMUNICATIONS	\$ 50.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: PRR RURAL RADIO SYSTEMS

Approximate Value: \$ 40 M

Financing Source: 012 DOM

For further info. please contact:

J. P. MCLACHLAN, CDN EMBASSY TLX: 404893 DOMCAN SJ

ii) Project Name: MINISTRY OF INTERIOR, UHF RADIO SYSTEM
FOR COAST GUARD

Approximate Value: \$ 100 M

Financing Source: 012 DOM

For further info. please contact:

J. P. MCLACHLAN, CDN EMBASSY TLX: 404893 DOMCAN SJ