

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ALGIERS

market: ALGERIA

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	0.00 \$M	0.00 \$M	200.00 \$M	200.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	10.00 \$M	20.00 \$M
Canadian Share of Market	0.00 %	0.00 %	5.00 %	10.00 %

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

## Major Competing Countries

## Market Share

FRANCE	60.00 %
BELGIUM	20.00 %
EUROPEAN COMMON MARKET C	15.00 %

Current Status of Canadian  
exports in this sector/subsector: Small but expanding

## Products/services for which there are good market prospects:

1. EQUIPEMENTS DE LABORATOIRE
2. EQUIPEMENTS D'APPRENTISSAGE
3. SERVICES/FORMATION

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Competitive Canadian financing

## Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Market prospects have not been adequately explored
- LA CONNAISSANCE ET L'USAGE DU
- FRANCAIS SONT ESSENTIELS.