

RPTCL TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : POWER & ENERGY EQUIP. & SRV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1330.00 \$M	1450.00 \$M	1390.00 \$M	1300.00 \$M
Canadian Exports	23.00 \$M	25.00 \$M	20.00 \$M	15.00 \$M
Canadian Share of Market	0.60 %	1.70 %	1.40 %	1.20 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	25.00 %
JAPAN	20.00 %
GERMANY WEST	15.00 %
UNITED KINGDOM	14.00 %
FRANCE	10.00 %

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

Products/services for which there are good market prospects:

1. SWITCH GEAR
2. CONTROL SYSTEMS
3. MANAGEMENT SERVICES
4. LIGHTING
5. TRAINING
6. CABLES
7. INSTRUMENTATION

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PFMD support
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory