

## Export and Investment Promotion Planning System

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

Region: AFRICA

Mission: 327 RABAT

Market: 115 MOROCCO

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

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) \$                   | 140.00M               | \$ 120.00M               | \$ 110.00M | \$ 90.00M   |
| Canadian Exports \$                   | 7.00M                 | \$ 0.40M                 | \$ 0.30M   | \$ 0.20M    |
| Canadian Share of Import Market       | 5.00%                 | 0.33%                    | 0.27%      | 0.22%       |

| Major Competing Countries | Market Share |
|---------------------------|--------------|
| i) 112 FRANCE             | 070 %        |
| ii) 128 GERMANY WEST      | 007 %        |
| iii) 237 ITALY            | 004 %        |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

| Products/services for which there are good market prospects | Current Total Imports In Canadian \$ |
|---|--------------------------------------|
| i) APPAREILS MEDICAUX                                       | \$ 30.00 M                           |
| ii) EQUIPEMENTS DIDACTIQUES                                 | \$ 20.00 M                           |
| iii) ASSISTANCE TECHNIQUE                                   | \$ 5.00 M                            |
| iv) MANUELS TECHNIQUES                                      | \$ 5.00 M                            |
| v) MEDICAMENTS  | \$ 60.00 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: PROJET EDUCATION  
Approximate Value: \$ 200.0 M  
Financing Source: 001 IBRD  
For further info. please contact:  
B. PICARD, TEL001-212-713-75, L. LANDY, TEL(613)9936586

ii) Project Name: PROJET SANTE - BANQUE MONDIALE  
Approximate Value: \$ 35.0 M  
Financing Source: 001 IBRD  
For further info. please contact:  
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