

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WARSAW

Market: EAST GERMANY

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: HOSP. & MEDICAL EQUIP, INSTRUM.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	4.00 \$M	5.00 \$M	5.00 \$M	6.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.50 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	8.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 0-1 \$M

Major Competing Countries

Market Share

GERMANY WEST	50.00 %
AUSTRIA	30.00 %
UNITED STATES OF AMERICA	10.00 %

Current Status of Canadian

exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. ADVANCED DIAGNOSTIC EQUIPMENT
2. ADVANCED LABORATORY EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- GDR MKT REQ UP-FRONT MKTG EXP. GDR
- REM. TO BE CONV. THAT CDA CAN SUPPLY