

Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1428.00M	\$ 1714.00M	\$ 2142.00M	\$ 3200.00M
Canadian Exports \$	9.00M	\$ 11.00M	\$ 21.00M	\$ 52.00M
Canadian Share of Import Market	0.60%	0.60%	1.00%	1.60%

Major Competing Countries

Market Share

i) 265 JAPAN	042 %
ii) 577 UNITED STATES OF AMERICA	023 %
iii) 128 GERMANY WEST	020 %
iv) 616 OTHER COUNTRIES	014 %
v) 075 CANADA	001 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) TIRES	\$ 3.60 M
ii) AUTOMOTIVE PARTS	\$ 2.80 M
iii) BATTERIES	\$ 1.90 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: HEAVY DUTY TRUCKS/PARTS

Approximate Value: \$ 25 M

Financing Source:

For further info. please contact:

JOE FAKHRI TEL: 488-2288 CDN EMB., RIYADH TLX: 404893

ii) Project Name: UTILITY TRUCKS/EQUIPMENT

Approximate Value: \$ 10 M

Financing Source:

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