

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	200.00 \$M	250.00 \$M	250.00 \$M	300.00 \$M
Canadian Exports	10.00 \$M	13.00 \$M	15.00 \$M	20.00 \$M
Canadian Share of Market	5.00 %	5.00 %	6.00 %	7.00 %

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

Major Competing Countries Market Share

JAPAN	20.00 %
UNITED STATES OF AMERICA	15.00 %
SWEDEN	13.00 %
GERMANY WEST	8.00 %
ITALY	8.00 %
NETHERLANDS	3.00 %

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

Products/services for which there are good market prospects:

1. PACKET SWITCHING EQUIPMENT
2. TEST EQUIPMENT
3. PARX
4. RURAL SUBSCRIBER RADIO
5. MODEMS
6. COMMUNICATIONS TOWERS
7. MOBILE RADIO TELEPHONES

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
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory