

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: KUWAIT

Market: KUWAIT

Sector : TRANSPORT SYS.EQUIP.COMP.SERV.

Sub-Sector: AUTOMOTIVE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	430.00 \$M	430.00 \$M	430.00 \$M	430.00 \$M
Canadian Exports	12.00 \$M	15.50 \$M	16.00 \$M	18.00 \$M
Canadian Share of Market	2.80 %	3.60 %	3.70 %	4.10 %

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

Major Competing Countries

Market Share

JAPAN	35.00 %
UNITED STATES OF AMERICA	30.00 %
GERMANY WEST	15.00 %
ITALY	7.00 %
FRANCE	7.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. AUTOMOBILES
2. AUTO PARTS
3. WET CELL BATTERIES
4. SPARK PLUGS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored
- LACK OF INTEREST BY CDN SUPPLIERS.