

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: EDUCATIONAL SERVICES, EQUIPMENT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	320.00 \$M	280.00 \$M	290.00 \$M	300.00 \$M
Canadian Exports	0.70 \$M	0.80 \$M	0.90 \$M	1.00 \$M
Canadian Share of Market	0.20 %	0.30 %	0.30 %	0.30 %

Cumulative 3 year export potential for
CAN products in this sector/subsector: 3-5 \$M

Major Competing Countries

Market Share

UNITED KINGDOM	40.00 %
UNITED STATES OF AMERICA	25.00 %
FRANCE	6.00 %
GERMANY WEST	6.00 %

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

Products/services for which there are good market prospects:

1. EDUCATION AND TRAINING IN CDA
2. TEACHING AIDS
3. TEXT BOOKS
4. LABORATORY EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PFMD support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Bilateral economic trade agreement