

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WASHINGTON

Market: UNITED STATES OF AMERICA

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: PHARMACEUTICALS, BIOTECHNOLOGY

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

| Major Competing Countries | Market Share |
|---------------------------|--------------|
| UNITED STATES OF AMERICA  | 0.00 %       |
| FRANCE                    | 0.00 %       |
| SWITZERLAND               | 0.00 %       |

Current Status of Canadian  
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. DISGNOSTICS (HEALTHCARE)
2. BIOPHARMACEUTICALS
3. GENETICALLY IMPROVED CROPS/ANIMALS (AGRI.)
4. WASTE MANAGEMENT BIOENGINEERING (ENVIRO.)

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Trade Fair activity
- Provincial export promotion
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive financing
- Market prospects have not been adequately explored
- \_\_\_\_\_
- \_\_\_\_\_