

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ARMAMENTS & VEHICLES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	250.00 \$M	500.00 \$M	750.00 \$M	1000.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	25.00 \$M	50.00 \$M
Canadian Share of Market	0.00 %	0.00 %	3.00 %	5.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	40.00 %
FRANCE	20.00 %
UNITED KINGDOM	15.00 %
BRAZIL	8.00 %
AUSTRIA	5.00 %
SPAIN	3.00 %

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

Products/services for which there are good market prospects:

1. ARMoured VEHICLES
2. SPECIAL SERVICES VEHICLES
3. PROTECTIVE BODY ARMOUR

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- THERE IS NEED FOR SR. HIGH LEVEL
- POLITICAL INVOLVE. FOR MAJOR SALES.