

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: AMMAN

Market: JORDAN

Sector : OIL &amp; GAS EQUIPMENT SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	30.00 \$M	45.00 \$M	40.00 \$M	50.00 \$M
Canadian Exports	0.30 \$M	3.00 \$M	5.00 \$M	5.00 \$M
Canadian Share of Market	1.00 %	6.00 %	11.00 %	20.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries Market Share

WEST EUROPE	35.00 %
UNITED STATES OF AMERICA	25.00 %
ASIA OR FAR EAST	20.00 %

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

Products/services for which there are good market prospects:

1. DRILLING EQUIPMENT & SERVICES
2. GEOPHYSICAL SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Provincial export promotion
- CTDA programs
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Market prospects have not been adequately explored