

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : MINF.METAL.MINERAL PROD & SRV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	320.00 \$M	265.00 \$M	250.00 \$M	250.00 \$M
Canadian Exports	2.00 \$M	2.00 \$M	2.00 \$M	3.00 \$M
Canadian Share of Market	0.60 %	0.80 %	0.80 %	1.20 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	25.00 %
JAPAN	15.00 %
GERMANY WEST	9.00 %
FRANCE	8.00 %
ITALY	6.00 %

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

Products/services for which there are good market prospects:

1. MINING SERVICES
2. ASBESTOS
3. SPECIALTY STEELS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- PFMD support
- Fairs and Missions support
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored