

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: PHARMACEUTICALS, BIOTECHNOLOGY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	890.00 \$M	1000.00 \$M	1108.00 \$M	1242.00 \$M
Canadian Exports	0.03 \$M	0.06 \$M	0.13 \$M	0.31 \$M
Canadian Share of Market	1.00 %	1.00 %	1.00 %	1.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	67.00 %
JAPAN	8.00 %
SWITZERLAND	7.00 %
GERMANY WEST	7.00 %
SWEDEN	6.00 %
UNITED KINGDOM	5.00 %

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

Products/services for which there are good market prospects:

1. HUMAN THERAPEUTICS
2. DIAGNOSTICS
3. CHEMICALS
4. PLANT CULTURE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Provincial export promotion

Factors for Canadian exports not reaching market potential:

- Limited Canadian capabilities
- Market prospects have not been adequately explored