

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: AMMAN

Market: JORDAN

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: ALL SUB-SECTORS

| Market Data | 2 Years Ago | 1 Year Ago | Current Year (Estimated) | Next Year (Projected) |
|-----------------------------|-------------|------------|-----------------------------|--------------------------|
| Market Size | 30.00 \$M | 35.00 \$M | 50.00 \$M | 100.00 \$M |
| Canadian Exports | 0.30 \$M | 1.00 \$M | 3.00 \$M | 20.00 \$M |
| Canadian Share of Market | 0.90 % | 3.00 % | 5.50 % | 20.00 % |

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries

Market Share

| | |
|--------------------------|---------|
| EUROPEAN COMMON MARKET C | 50.00 % |
| JAPAN | 30.00 % |
| UNITED STATES OF AMERICA | 10.00 % |

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

Products/services for which there are good market prospects:

1. SWITCHING EQUIPMENT
2. SPECIALIZED COMPUTER EQUIPMENT
3. SOFTWARE PRODUCTS (ARABIZED)
4. TRAINING SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- PFMD support
- Provincial export promotion
- CTDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory
- WILL BE MORE IMPORTANT IN
- FUTURE PROJECTS