Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: EASTERN EUROPE

Mission: 476 BUCHAREST

Market: 035 ROMANIA

Sector: 011 OIL & GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	$ 10.00M	$ 12.00M	$ 13.00M	$ 15.00M
Canadian Exports	$ 1.00M	$ 0.00M	$ 0.00M	$ 0.00M
Canadian Share of Import Market	10.00%	0.00%	0.00%	0.00%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	060 %
ii) 609 EUROPEAN COMMON MARKET C	028 %
iii) 607 COMECON	012 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 $M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects	Current Total Imports In Canadian $
i) SOVIET SOUR GAS PROJECT (SOVIET ABAD)	$ 200.00 M
ii) EXPLORATION/DEVELOPMENT PROD. EQPT/SERV.	$ 50.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters