

RPTC3

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 CONSULTING SERVICES SUB-SECTOR HIGHLIGHTS

Mission: TEHRAN

Market: IRAN

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: SERVICES INCLUDING CONSULTING

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	20.00 \$M	30.00 \$M	40.00 \$M	100.00 \$M
Canadian Exports	0.00 \$M	2.00 \$M	3.00 \$M	10.00 \$M
Canadian Share of Market	0.00 %	6.70 %	7.50 %	10.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 30-60 \$M

Major Competing Countries

Market Share

FRANCE	25.00 %
SINGAPORE	5.00 %

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

Products/services for which there are good market prospects:

1. Contract Drilling Services
2. Seismic Crews and Data Interpretations Services
3. Logging Services
4. Training Services

Factors contributing to current successful Canadian exports:

- Import restrictions are not a impediment in this sector
- Aggressive marketing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
 - Market prospects have not been adequately explored
 - War depressed opportunities
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