

## Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 144 SERVICES INCLUDING CONSULTING

| Statistical Data On Sector/sub-sector | Next Year (Projected) | Current Year (Estimated) | 1 Year Ago | 2 Years Ago |
|---------------------------------------|-----------------------|--------------------------|------------|-------------|
| Mkt Size(import) \$                   | 500.00M               | \$ 582.00M               | \$ 648.00M | \$ 720.00M  |
| Canadian Exports \$                   | 9.00M                 | \$ 9.00M                 | \$ 5.00M   | \$ 0.00M    |
| Canadian Share of Import Market       | 1.80%                 | 1.50%                    | 0.77%      | 0.00%       |

## Major Competing Countries

## Market Share

|                                 |       |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 030 % |
| ii) 051 UNITED KINGDOM          | 020 % |
| iii) 026 AUSTRIA                | 010 % |

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

|                               | In Canadian \$ |
|-------------------------------|----------------|
| i) HOSPITAL MANAGEMENT        | \$ 400.00 M    |
| ii) LABORATORY MANAGEMENT     | \$ 28.00 M     |
| iii) O & M. FOR MEDICAL EQPT. | \$ 20.00 M     |

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: FEASIBILITY STUDY FOR SAUDI AIRLINE HOSPITALS

Approximate Value: \$ 150 M

Financing Source: 012 DOM

For further info. please contact:

L. J. FRECHETTE TEL: 488-2288 TLX: 404893 DOMCAN

ii) Project Name: TURNKEY PROJECT FOR 3 HOSPITALS IN JEDDAH KING FAISAL UNIT

Approximate Value: \$ 250 M

Financing Source: 012 DOM

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