

01/12/89

DEPARTMENT OF EXTERNAL AFFAIRS

PAGE: 13

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BELGRADE

Market: BULGARIA

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: MACHINERY AND EQUIPMENT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	50.00 \$M	30.00 \$M	25.00 \$M	35.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	3.00 \$M	5.00 \$M
Canadian Share of Market	0.00 %	0.00 %	12.00 %	14.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA
GERMANY WEST

40.00 %
25.00 %

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

Products/services for which there are good market prospects:

1. Oil and gas separators
2. oilfield drilling equipment

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Trade Fair activity
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- _____
- _____