

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 631 BUENOS AIRES

Market: 008 URUGUAY

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

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) \$	9.20M	\$ 8.70M	\$ 9.20M	\$ 9.90M
Canadian Exports \$	0.20M	\$ 0.20M	\$ 0.02M	\$ 0.30M
Canadian Share of Import Market	2.17%	2.29%	0.21%	3.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	035 %
ii) 265 JAPAN	013 %
iii) 128 GERMANY WEST	010 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports
In Canadian \$

i) MEDICAL PRODUCTS	\$ 0.20 M
ii) BIOLOGICAL PRODUCTS	\$ 0.10 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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters