

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 142 HOSP. & MEDICAL EQUIP, INSTRUM.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2600.00M	\$ 2500.00M	\$ 1700.00M	\$ 1700.00M
Canadian Exports \$	7.50M	\$ 7.50M	\$ 4.70M	\$ 3.50M
Canadian Share of Import Market	0.30%	0.30%	0.20%	0.20%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	28 %
ii) 265 JAPAN	23 %
iii) 051 UNITED KINGDOM	6 %
iv) 232 ISRAEL	6 %
v) 354 NETHERLANDS	5 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) PRODS THAT IMPROVE LABOR PRODVTY & OR REDUCE COSTS	\$ 0.00 M
ii) PROD. FOR FREE STANDING AMBULATORY CARE CENTERS	\$ 0.00 M
iii) PROD FOR HOME HEALTH CARE AGENCIES	\$ 0.00 M
iv) PROD FOR OUTPATIENT DIAGNOSTICS CENTERS	\$ 0.00 M

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

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

- other factor(s) described by the Trade Office as follows:

THIS SECTOR IS EXTREMELY COMPETITIVE AND HAS EXPERIENCED A LACK LUSTER PERFORMANCE OF ANY SIGNIFICANT GROWTH OVER THE LAST 10 YEARS. NEVERTHELESS, WITH THE NEW HIGH TECH PROD, THE AVERAGE GROWTH IS EXPECTED TO BE 4.9% FROM 1986 - 1991