

RPTCI

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: REMOTE SENSING INC. SPACE SAT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2.50 \$M	2.50 \$M	3.00 \$M	3.00 \$M
Canadian Exports	0.00 \$M	0.10 \$M	0.20 \$M	0.20 \$M
Canadian Share of Market	0.00 %	4.00 %	6.00 %	6.00 %

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

Major Competing Countries	Market Share
TAIWAN	23.00 %
UNITED STATES OF AMERICA	14.00 %
UNITED KINGDOM	7.00 %
SWITZERLAND	21.00 %
JAPAN	13.00 %
GERMANY WEST	6.00 %

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

Products/services for which there are good market prospects:

1. ENHANCEMENT EQUIPMENT
2. TRAINING

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PFMD support
- Competitive pricing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- PURCHASES MADE ON TURNKEY BASIS. NO
- CDN FIRMS OFFER FULL PACKAGE