

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 619 ATLANTA

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) \$	540.00M	\$ 523.00M	\$ 498.00M	\$ 474.00M
Canadian Exports \$	8.00M	\$ 7.50M	\$ 7.00M	\$ 6.60M
Canadian Share of Import Market	1.50%	1.40%	1.40%	1.40%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	070 %
ii) 620 EUROPE	020 %
iii) 605 ASIA OR FAR EAST	010 %

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

Current status of Canadian exports:

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) HOSPITAL EQUIPMENT	\$ 0.00 M
ii) MEDICAL EQUIPMENT	\$ 0.00 M
iii) HOME CARE EQUIPMENT	\$ 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:

- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters