

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM
89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: DAMASCUS

Market: SYRIA

Sector : OIL & GAS EQUIPMENT SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	35.00 \$M	100.00 \$M	100.00 \$M	150.00 \$M
Canadian Exports	0.50 \$M	3.00 \$M	3.00 \$M	10.00 \$M
Canadian Share of Market	1.50 %	2.40 %	3.00 %	7.00 %

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	45.00 %
COMECON	30.00 %
WEST EUROPE	15.00 %

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

Products/services for which there are good market prospects:

1. NATURAL GAS ENGINEERING SERVICES, EQUIP. & TRAINING
2. DRILLING EQUIPMENT & SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Non-competitive financing
- Market prospects have not been adequately explored
- LACK OF CDN FINANCING FOR SYRIA IS
- MAJOR HURDLE IN EXPORTING EFFORTS