

## Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

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) \$	1596.00M	\$ 1463.00M	\$ 1330.00M	\$ 1850.00M
Canadian Exports \$	28.00M	\$ 25.00M	\$ 23.00M	\$ 15.00M
Canadian Share of Import Market	1.80%	1.70%	1.70%	0.80%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	025 %
ii) 265 JAPAN	020 %
iii) 128 GERMANY WEST	015 %
iv) 052 ENGLAND	014 %
v) 112 FRANCE	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) SWITCH GEAR	\$ 40.00 M
ii) CONTROL SYSTEMS	\$ 30.00 M
iii) MANAGEMENT SERVICES	\$ 15.00 M
iv) LIGHTING	\$ 10.00 M
v) TRAINING	\$ 5.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: SCECO CENTRAL CONTROL CENTER  
Approximate Value: \$ 30 M  
Financing Source: 025 OTHER  
For further info. please contact:  
A. GRIFFITH PHONE: 488-2288 TLX: 404893 DOMCAN
- ii) Project Name: GCC POWER GRID PROJECT MANAGEMENT  
Approximate Value: \$ 20 M  
Financing Source: 025 OTHER  
For further info. please contact:  
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