

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ALGIERS

Market: ALGERIA

Sector : MINE, METAL, MINERAL PROD & SRV

Sub-Sector: EQUIPMENT AND MACHINERY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	50.00 \$M	35.00 \$M	20.00 \$M	30.00 \$M
Canadian Exports	1.50 \$M	3.00 \$M	2.30 \$M	5.00 \$M
Canadian Share of Market	3.00 %	9.00 %	12.00 %	17.00 %

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

Major Competing Countries

Market Share

EUROPEAN COMMON MARKET C	45.00 %
OTHER COUNTRIES	25.00 %
JAPAN	20.00 %
BRAZIL	8.00 %
INDIA	2.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. SERVICES - INGENIEURS ET FORMATION
2. CONSTRUCTEURS D'USINES
3. EQUIPEMENT DE MINES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Strong sectoral capability in Canada
- Competitive Canadian financing
- willingness of exporters to invest/joint venture in territory