

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: WESTERN EUROPE

Mission: 437 LONDON

Market: 051 UNITED KINGDOM

Sector: 011 OIL & GAS EQUIPMENT, SERVICES

Subsector: 116 MACHINERY AND EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1500.00M	\$ 1500.00M	\$ 1400.00M	\$ 1900.00M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 10.00M	\$ 10.00M
Canadian Share of Import Market	0.67%	0.33%	0.71%	0.53%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	036 %
ii) 609 EUROPEAN COMMON MARKET C	023 %
iii) 410 NORWAY	009 %
iv) 354 NETHERLANDS	009 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) DRILLING TOOLS AND EQUIPMENT	\$ 270.00 M
ii) DEVELOPMENT DRILLING	\$ 100.00 M
iii) SURVEYING	\$ 40.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- 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
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

COLLAPSE OF OIL PRICES HAS SEVERELY RESTRICTED OIL EXPLORATION