

RPTC3

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 CONSULTING SERVICES SUB-SECTOR HIGHLIGHTS

Mission: TEHRAN

Market: IRAN

Sector : MINE, METAL, MINERAL PROD & SRV

Sub-Sector: CONSULTING & OTHER SERVICES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	3.00 \$M	4.00 \$M	8.00 \$M	12.00 \$M
Canadian Exports	0.00 \$M	0.50 \$M	1.00 \$M	2.00 \$M
Canadian Share of Market	0.00 %	12.50 %	12.50 %	16.70 %

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

Major Competing Countries	Market Share
SWEDEN	25.00 %
ITALY	20.00 %
UNION OF SOVIET SOC REP	15.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Ferrous metals
2. Non-ferrous metals
3. Steel industry

Factors contributing to current successful Canadian exports:

- Import restrictions are not a impediment in this sector
- Aggressive marketing
- Strong sectoral capability in Canada
- Exporters willing to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored