

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAN JOSE

Market: COSTA RICA

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: HOSP. & MEDICAL EQUIP, INSTRUM.

| Market Data | 2 Years Ago | 1 Year Ago | Current Year (Estimated) | Next Year (Projected) |
|-----------------------------|-------------|------------|-----------------------------|--------------------------|
| Market Size | 95.00 \$M | 105.00 \$M | 115.00 \$M | 130.00 \$M |
| Canadian Exports | 2.20 \$M | 3.10 \$M | 3.50 \$M | 4.00 \$M |
| Canadian Share of Market | 2.30 % | 2.90 % | 3.04 % | 3.07 % |

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

Major Competing Countries

Market Share

| | |
|--------------------------|---------|
| UNITED STATES OF AMERICA | 40.00 % |
| JAPAN | 20.00 % |
| GERMANY WEST | 15.00 % |

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

Products/services for which there are good market prospects:

1. Hospital and medical equipment
2. Pharmaceutical products

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system