

## 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: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 051 REMOTE SENSING

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	10.00M	\$ 50.00M	\$ 20.00M	\$ 10.00M
Canadian Exports \$	0.50M	\$ 2.00M	\$ 1.00M	\$ 0.00M
Canadian Share of Import Market	5.00%	4.00%	5.00%	0.00%

## Major Competing Countries

Market Share

- i) 577 UNITED STATES OF AMERICA
- ii) 112 FRANCE

000 %  
000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

3-5 \$M

Current status of Canadian exports:

Mature with little growth

Products/services for which there are good market prospects

Current Total Imports

- i) ENHANCEMENT EQUIPMENT
- ii) TRAINING

In Canadian \$  
\$ 20.00 M  
\$ 2.00 M

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

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

- other factor(s) described by the Trade Office as follows:  
PURCHASES MADE ON TRUNKEY BASIS. NO CANADIAN FIRMS OFFER FULL PACKAGE.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission