

Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4300.00M	\$ 3500.00M	\$ 4338.00M	\$ 4000.00M
Canadian Exports \$	19.00M	\$ 17.00M	\$ 16.00M	\$ 15.00M
Canadian Share of Import Market	0.40%	0.50%	0.40%	0.40%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	045 %
ii) 265 JAPAN	015 %
iii) 128 GERMANY WEST	010 %
iv) 051 UNITED KINGDOM	005 %
v) 354 NETHERLANDS	005 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

i) PLASTICS IND MACH	In Canadian \$	\$ 200.00 M
ii) METAL WORKING MACHINES	\$	167.00 M
iii) PACKAGING MACHINES	\$	0.00 M
iv) POLLUTION & WASTE TREATMENT	\$	300.00 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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters