

RPTCJ

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: AMMAN

Market: JORDAN

Sector : TRANSPORT SYS.EQUIP.COMP.SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	250.00 \$M	270.00 \$M	200.00 \$M	200.00 \$M
Canadian Exports	0.10 \$M	0.15 \$M	1.00 \$M	3.00 \$M
Canadian Share of Market	0.03 %	0.06 %	0.40 %	1.70 %

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

## Major Competing Countries

## Market Share

EUROPEAN COMMON MARKET C	40.00 %
ASTA OR FAR EAST	30.00 %
UNITED STATES OF AMERICA	15.00 %

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

## Products/services for which there are good market prospects:

1. AEROSPACE EQUIPMENT
2. MARITIME ENGINEERING SERVICES
3. RAILWAY PLANNING SERVICES

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion
- CTDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

## Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing