

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: 010 MINE, METAL, MINERAL PROD & SRV

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) \$	290.00M	\$ 265.00M	\$ 320.00M	\$ 600.00M
Canadian Exports \$	3.00M	\$ 2.00M	\$ 2.00M	\$ 4.00M
Canadian Share of Import Market	1.00%	0.70%	0.60%	0.70%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	025 %
ii) 265 JAPAN	015 %
iii) 128 GERMANY WEST	009 %
iv) 112 FRANCE	008 %
v) 237 ITALY	006 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) MINING SERVICES	\$ 100.00 M
ii) ASBESTOS	\$ 3.00 M
iii) SPECIAL STEEL	\$ 20.00 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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters