

KPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ALGIERS

Market: ALGERIA

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-sector: PHARMACEUTICALS, BIOTECHNOLOGY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	250.00 \$M	300.00 \$M	400.00 \$M	425.00 \$M
Canadian Exports	0.50 \$M	0.20 \$M	0.20 \$M	6.00 \$M
Canadian Share of Market	0.20 %	0.06 %	0.05 %	2.00 %

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

Major Competing Countries	Market Share
FRANCE	40.00 %
GERMANY WEST	20.00 %
UNITED STATES OF AMERICA	10.00 %
JAPAN	5.00 %
OTHER COUNTRIES	10.00 %

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

Products/services for which there are good market prospects:

1. MEDECINE NUCLEAIRE, BOMBES AU COBALT
2. MATERIEL DE TRAITEMENT
3. MATERIEL D'ECHOGRAPHIE
4. VALVES CARDIAQUES
5. PRODUITS PHARMACEUTIQUES ET DERIVES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- EQUIVALENCE DE PRODUITS
- PHARMACEUTIQUES TRES
- CHERE