

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: SERVICES INCLUDING CONSULTING

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	4.00 \$M	4.50 \$M	7.00 \$M	25.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.30 \$M	12.00 \$M
Canadian Share of Market	0.00 %	0.00 %	4.30 %	48.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 30-60 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	50.00 %

Products/services for which there are good market prospects:

1. LABORATORY INSTRUMENTS
2. CONSULTING SERVICES FOR LABORATORY INSTALLATION

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- CIDA programs
- Strong sectoral capability in Canada