

Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 015 CONSTRUCTION INDUSTRY

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) \$	195.00M	\$ 180.00M	\$ 0.00M NA	\$ 0.00M
Canadian Exports \$	2.00M	\$ 1.50M	\$ 0.00M NA	\$ 0.00M
Canadian Share of Import Market	1.00%	0.83%	0.00%	0.00%

Major Competing Countries

Market Share

i) 068 CHILE	020 %
ii) 026 AUSTRIA	015 %
iii) 612 SCANDINAVIA	012 %
iv) 344 MALAYSIA	010 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$

i) LUMBER	\$ 45.00 M
ii) CEILING & FLOOR TILES	\$ 30.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

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
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters