

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : EDUCATION.MEDICAL.HEALTH PROD

Sub-Sector: HOSP. & MEDICAL EQUIP.INSTRUM.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	166.00 \$M	162.00 \$M	166.00 \$M	170.00 \$M
Canadian Exports	0.13 \$M	0.12 \$M	0.13 \$M	0.15 \$M
Canadian Share of Market	0.08 %	0.07 %	0.08 %	0.09 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	35.00 %
GERMANY WEST	20.00 %
UNITED KINGDOM	12.00 %

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

Products/services for which there are good market prospects:

1. SURGICAL/MEDICAL EQUIPMENT
2. X-RAY EQUIPMENT
3. DENTAL EQUIPMENT
4. ELECTRON MED EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PFMD support
- Fairs and Missions support
- Competitive pricing
- DEDICATION (EXPORTER) TIME
- & RESOURCES ALLOCATED AND
- WILLINGNESS TO REDUCE \$

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited Canadian capabilities