08/01/90

DEPARTMENT OF EXTERNAL AFFAIRS

PAGE: 14

RPTC3

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 CONSULTING SERVICES SUB-SECTOR HIGHLIGHTS

Mission: NAIROBI Market: KENYA

Sector: OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: SERVICES INCLUDING CONSULTING

| Market Data | 2 Years Ago | 1 Year Ago | Current Year (Estimated) | Next Year (Projected) |
|------------------|-------------|------------|--------------------------|--------------------------|
| Market Size | 40.00 \$M | 50.00 \$M | 55.00 \$M | 60.00 \$M |
| Canadian Exports | 2.00 \$M | 3.00 \$M | 3.00 \$M | 8.00 \$M |
| Canadian Share | 5.00 % | 6.00 % | 5.40 % | 13.00 % |

Cumulative 3 year export potential for

CDN products in this sector/subsector: 30-60 \$1

| Major Competing | Countries | Market Share |
|-----------------|-------------------|--------------|
| JAPAN | | 12.00 % |
| FRANCE | | 20.00 % |
| UNITED | STATES OF AMERICA | 20.00 % |
| UNITED | KINGDOM | 18.00 % |
| NETHERLANDS | | 20.00 % |

Current Status of Canadian exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

- 1. Oil and gas pipeline engineering services & eqpt
- 2. Pumping equipment
- 3. Remote power equipment
- 4. Oilfield equipment and services
- 5. Geothermal energy applications in services & eqpt

Factors contributing to current successful Canadian exports:

- Import restrictions are not a impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Exporters willing to invest/joint venture in territory