

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 143 EDUCATIONAL SERVICES, EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	290.00M	\$ 280.00M	\$ 320.00M	\$ 360.00M
Canadian Exports \$	0.90M	\$ 0.80M	\$ 0.70M	\$ 0.40M
Canadian Share of Import Market	0.30%	0.20%	0.20%	0.10%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	039 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 112 FRANCE	006 %
iv) 128 GERMANY WEST	006 %
v) 512 SWITZERLAND	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) TRNG OF SAUDIS IN CDA	\$ 1.00 M
ii) SET UP TRNG INSTITUTION	\$ 15.00 M
iii) LAB EQUIPMENT	\$ 85.00 M
iv) TEXT BOOKS	\$ 18.00 M
v) TEACHING AIDS	\$ 18.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: JUBAIL POLYTECHNICAL INSTITUTE

Approximate Value: \$ 25 M

Financing Source: 012 DOM

For further info. please contact:

L. J. FRECHETTE-TEL: 488-2288 TLX: 404893 DOMCAN SJ

ii) Project Name: VOCATIONAL TRAINING IN CANADA

Approximate Value: \$ 2 M

Financing Source: 012 DOM

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