

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : TRANSPORT SYS.FOUIP.COMP.SERV.

Sub-Sector: AFROSPACE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	550.00 \$M	600.00 \$M	650.00 \$M	700.00 \$M
Canadian Exports	1.00 \$M	1.30 \$M	2.00 \$M	5.00 \$M
Canadian Share of Market	0.00 %	0.20 %	0.30 %	0.70 %

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

Major Competing Countries

Market Share

UNITED KINGDOM	57.00 %
UNITED STATES OF AMERICA	28.00 %
FRANCE	8.00 %
JAPAN	5.00 %

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

Products/services for which there are good market prospects:

1. COMMUTER AIRCRAFT
2. PRIVATE AIRCRAFT
3. AIRCRAFT PARTS
4. FLYING SERVICES
5. AIRCRAFT HANGAR FOR SAUDI
6. CONTROL TOWERS
7. FLIGHT SIMULATORS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Limited appreciation/understanding of distribution system
- Performance of local agent or representative
- POOR AGENT SELECTION INITIALLY SET
- BACK PROMOTION