

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: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 45.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	1.50M	\$ 0.70M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	2.50%	1.50%	0.00%	0.00%

Major Competing Countries

Market Share

i) 265 JAPAN	028 %
ii) 128 GERMANY WEST	022 %
iii) 577 UNITED STATES OF AMERICA	014 %
iv) 112 FRANCE	009 %
v) 237 ITALY	008 %
vi) 051 UNITED KINGDOM	007 %

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) AUTOMOTIVE PARTS	\$ 40.00 M
ii) GARAGE REPAIR EQUIPMENT	\$ 0.00 M
iii) SPECIALITY VEHICLES	\$ 0.00 M

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

- the degree of import duty protection of local industry tends to be low

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