

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

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) \$	600.00M	\$ 474.00M	\$ 570.00M	\$ 716.00M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 0.80M	\$ 1.20M
Canadian Share of Import Market	2.00%	1.00%	0.10%	0.17%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	34 %
ii) 265 JAPAN	32 %
iii) 128 GERMANY WEST	17 %
iv) 616 OTHER COUNTRIES	017 %

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) TRUCK & BUS TIRES	\$ 1.10 M
ii) PASSENGER CAR TIRES	\$ 0.70 M
iii) BATTERIES	\$ 0.20 M
iv) AIR & OIL FILTERS	\$ 0.00 M
v) BRAKE PADS, LININGS	\$ 0.00 M
vi) SHOCK ABSORBERS	\$ 0.00 M
vii) SPARK PLUGS, IGNITION SYSTEMS	\$ 0.00 M
viii) TRANSMISSION & PARTS	\$ 0.00 M
ix) CAR SVC EQUIPMENT	\$ 0.00 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: MILITARY TRUCK & JEEP REPLACEMENT PARTS
Approximate Value: \$ 10 M
Financing Source: 012 DDM
For further info. please contact:
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