

RPTC3

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 CONSULTING SERVICES SUB-SECTOR HIGHLIGHTS

Mission: TEHRAN

Market: IRAN

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: CONSULTING & OTHER SERVICES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	10.00 \$M	12.00 \$M	15.00 \$M	25.00 \$M
Canadian Exports	0.50 \$M	1.00 \$M	1.50 \$M	4.00 \$M
Canadian Share of Market	5.00 %	8.30 %	10.00 %	16.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

SWEDEN	60.00 %
PEOPLE'S REP OF CHINA	6.70 %
YUGOSLAVIA	3.30 %
ROMANIA	2.00 %

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

Products/services for which there are good market prospects:

1. Hydropower consulting
2. Thermal power consulting
3. Transmission consulting

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
- Exporters willing to invest/joint venture in territory
- Persistence in market

Factors for Canadian exports not reaching market potential:

- Market prospects have not been adequately explored