

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RABAT

Market: MOROCCO

Sector : OTHER SERVICES

Sub-Sector: CONSUL & SERVS NOT ELSE SPECI

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	12.00 \$M	17.00 \$M	25.00 \$M
Canadian Exports	0.00 \$M	0.50 \$M	1.50 \$M	3.00 \$M
Canadian Share of Market	0.00 %	4.00 %	9.00 %	12.00 %

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

Major Competing Countries	Market Share
FRANCE	50.00 %
GERMANY WEST	30.00 %
SPAIN	0.00 %

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

Products/services for which there are good market prospects:

1. Assistance technique
2. Vente de logiciel
3. Vente d'équipements

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Trade Fair activity
- CIDA programs
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory