

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE & COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	200.00 \$M	250.00 \$M	300.00 \$M	300.00 \$M
Canadian Exports	5.00 \$M	6.10 \$M	10.00 \$M	10.00 \$M
Canadian Share of Market	3.00 %	3.00 %	2.00 %	3.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	44.00 %
JAPAN	16.00 %
FRANCE	12.00 %
UNITED KINGDOM	7.00 %
TAIWAN	5.00 %
BEIJING	3.00 %

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

Products/services for which there are good market prospects:

1. ENGLISH/ARABIC SOFTWARE
2. ENGLISH/ARABIC HARDWARE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PFMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing