

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOGOTA

Market: COLOMBIA

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	190.00 \$M	220.00 \$M	300.00 \$M	350.00 \$M
Canadian Exports	3.50 \$M	7.00 \$M	10.00 \$M	14.00 \$M
Canadian Share of Market	1.84 %	3.18 %	3.33 %	4.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	58.00 %
JAPAN	10.00 %
GERMANY WEST	8.00 %
BRAZIL	7.00 %
VENEZUELA	4.00 %

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

Products/services for which there are good market prospects:

1. PRODUCTION EQUIPMENT
2. EXPLORATION SERVICES
3. TRAINING SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing