

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 300.00M	\$ 250.00M	\$ 200.00M
Canadian Exports \$	10.00M	\$ 10.00M	\$ 5.00M	\$ 5.00M
Canadian Share of Import Market	3.00%	3.00%	2.00%	3.00%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	000 %
ii) 265 JAPAN	000 %
iii) 189 HONG KONG	000 %
iv) 434 TAIWAN	000 %
v) 112 FRANCE	000 %

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) ENGLISH/ARABIC SOFTWARE	\$ 5.00 M
ii) PERSONNEL SERVICES	\$ 20.00 M
iii) THRU J-V FACILITIES MANAGEMENT	\$ 20.00 M
iv) ENGLISH ARABIC HARDWARE	\$ 50.00 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: SAUDI ARABIAN MONETARY AUTHORITY -
COMPUTER PROJECT

Approximate Value: \$ 25 M

Financing Source: 012 DOM

For further info. please contact:

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ii) Project Name: AL RADJI BANK COMPUTER PROJECT

Approximate Value: \$ 25 M

Financing Source: 012 DOM

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