

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	110.00M	\$ 130.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	1.00M	\$ 0.10M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.90%	0.07%	0.00%	0.00%

Major Competing Countries

Market Share

i) 265 JAPAN	025 %
ii) 051 UNITED KINGDOM	022 %
iii) 577 UNITED STATES OF AMERICA	018 %
iv) 128 GERMANY WEST	014 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

i) HOSPITAL EQUIPMENT	In Canadian \$
ii) PHARMACEUTICALS	\$ 50.00 M
iii) HOSPITAL MANAGEMENT SERVICES	\$ 35.00 M
	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters