

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: AMMAN

Market: JORDAN

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	65.00 \$M	60.00 \$M	60.00 \$M	50.00 \$M
Canadian Exports	0.40 \$M	0.90 \$M	1.00 \$M	2.00 \$M
Canadian Share of Market	0.60 %	1.50 %	2.00 %	6.00 %

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

## Major Competing Countries

## Market Share

EUROPEAN COMMON MARKET C	65.00 %
UNITED STATES OF AMERICA	35.00 %

## Current Status of Canadian

exports in this sector/subsector: Small but expanding

## Products/services for which there are good market prospects:

1. SPECIALIZED MEDICAL EQUIPMENT
2. PHARMACEUTICALS
3. EDUCATIONAL SERVICES

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

## Factors for Canadian exports not reaching market potential:

- Restrictive standards
- Lack of promotion and advertising
- Market prospects have not been adequately explored