

Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 143 EDUCATIONAL SERVICES, EQUIPMENT

| Statistical Data On Sector/sub-sector | Next Year (Projected) | Current Year (Estimated) | 1 Year Ago | 2 Years Ago |
|--|--------------------------|-----------------------------|------------|-------------|
| Mkt Size(import) \$ | 291.00M | \$ 324.00M | \$ 360.00M | \$ 450.00M |
| Canadian Exports \$ | 0.80M | \$ 0.70M | \$ 0.40M | \$ 0.40M |
| Canadian Share of Import Market | 0.27% | 0.21% | 0.10% | 0.08% |

Major Competing Countries

Market Share

| | |
|----------------------------------|-------|
| i) 051 UNITED KINGDOM | 039 % |
| ii) 577 UNITED STATES OF AMERICA | 027 % |
| iii) 112 FRANCE | 008 % |
| iv) 128 GERMANY WEST | 006 % |
| v) 512 SWITZERLAND | 005 % |

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

| Products/services for which there are good market prospects | Current Total Imports In Canadian \$ |
|--|---|
| i) LAB EQUIPMENT | \$ 79.00 M |
| ii) TEXTBOOKS | \$ 18.00 M |
| iii) TEACHING AIDS | \$ 17.00 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: MEDICAL TRAINING & MANAGEMENT SERVICES
Approximate Value: \$ 2 M
Financing Source: 025 OTHER
For further info. please contact:
D. HARO TLX: 404893 DOMCAN SJ

ii) Project Name: DHAHRAN MEDICAL TRAINING COLLEGE
Approximate Value: \$ 30 M
Financing Source: 012 DOM
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