

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: AMMAN

Market: JORDAN

Sector : POWER & ENERGY EQUIP. & SRV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	100.00 \$M	90.00 \$M	70.00 \$M	100.00 \$M
Canadian Exports	0.30 \$M	0.65 \$M	0.30 \$M	5.00 \$M
Canadian Share of Market	0.30 %	0.60 %	0.40 %	0.40 %

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

Major Competing Countries	Market Share
EUROPEAN COMMON MARKET C	45.00 %
JAPAN	25.00 %
UNITED STATES OF AMERICA	15.00 %

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

Products/services for which there are good market prospects:

1. POWER GENERATION EQUIPMENT (ROTIFERS)
2. RESEARCH & TRAINING EQUIPMENT
3. ENGINEERING SERVICES
4. TRANSMISSION & MAINTENANCE EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing