

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : TRANSPORT SYS.EQUIP.COMP.SERV.

Sub-Sector: AUTOMOTIVE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2142.00 \$M	2770.00 \$M	2500.00 \$M	2000.00 \$M
Canadian Exports	21.00 \$M	30.00 \$M	33.00 \$M	35.00 \$M
Canadian Share of Market	1.00 %	1.08 %	1.30 %	1.70 %

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

Major Competing Countries

Market Share

JAPAN	38.00 %
UNITED STATES OF AMERICA	25.00 %
GERMANY WEST	21.00 %
CANADA	0.70 %

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

Products/services for which there are good market prospects:

1. AUTOMOTIVE PARTS
2. WET CELL BATTERIES
3. TYRES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- PFMN support
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- CDNS SHOULD VISIT THE MARKET OFTEN.
- NOT ONLY WHEN THERE IS A MISSION