RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATHENS Market: GREECE

Sector : OIL & GAS EQUIPMENT,SERVICES

Sub-Sector: MACHINERY AND EQUIPMENT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	50.00 $M	50.00 $M	50.00 $M	50.00 $M
Canadian Exports	2.50 $M	0.00 $M	0.00 $M	0.00 $M
Canadian Share of Market	5.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	5.00 %
UNITED KINGDOM	10.00 %
FRANCE	10.00 %
ITALY	5.00 %
UNION OF SOVIET SOC REP	5.00 %
GERMANY WEST	20.00 %

Products/services for which there are good market prospects:

1. PROJECT MANAGEMENT FOR P.L. CONSTRUCTION
2. CNG TECHNOLOGY EQUIPMENT
3. OIL & GAS EXPLORATION EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Trade Fair activity
- Provincial export promotion
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- Market prospects have not been adequately explored