

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: SERVICES INCLUDING CONSULTING

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	648.00 \$M	582.00 \$M	500.00 \$M	477.00 \$M
Canadian Exports	5.00 \$M	9.00 \$M	9.00 \$M	10.00 \$M
Canadian Share of Market	0.80 %	1.50 %	1.80 %	2.10 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	32.00 %
UNITED KINGDOM	22.00 %
AUSTRIA	10.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. HOSPITAL MANAGEMENT
2. LABORATORY MANAGEMENT
3. O & M

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PFMD support
- Competitive pricing
- Willingness of exporters to invest/joint venture in territory
- EXPORTERS DEDICATION-TIME
- & RESOURCES ALLOCATED &
- WILLINGNESS TO REDUCE \$

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- lack of promotion and advertising
- LACK OF FLEXIBILITY OF THE SERVICES
- OFFERED IN RELATION TO MKT CONDIT.