

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM
89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ELECTRICAL & ELECTRONIC

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	400.00 \$M	300.00 \$M	400.00 \$M	400.00 \$M
Canadian Exports	10.00 \$M	10.00 \$M	10.00 \$M	10.00 \$M
Canadian Share of Market	2.50 %	3.00 %	2.50 %	2.50 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	35.00 %
FRANCE	20.00 %
UNITED KINGDOM	15.00 %
GERMANY WEST	10.00 %
JAPAN	10.00 %

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

Products/services for which there are good market prospects:

1. MILITARY COMMUNICATION NETWORK
2. NAVIGATION AIDS
3. ATC TOWERS
4. SRSAT - LUT
5. CRASH INDICATORS
6. MICROWAVE LANDING SYSTEM
7. STRATEGIC INSTALLATION SECURITY SYSTEMS
8. MAINTENANCE OF NAV. AIDS
9. BOMB DISPOSAL ROBOT
10. A/V/SURVEILLANCE CARS.

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Fairs and Missions support