

RPTC3

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 CONSULTING SERVICES SUB-SECTOR HIGHLIGHTS

Mission: CAIRO

Market: ARAB REPUBLIC OF EGYPT

Sector : OIL &amp; GAS EQUIPMENT, SERVICES

Sub-Sector: SERVICES INCLUDING CONSULTING

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	175.00 \$M	195.00 \$M	207.00 \$M	215.00 \$M
Canadian Exports	0.00 \$M	0.30 \$M	1.00 \$M	0.15 \$M
Canadian Share of Market	0.00 %	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	60.00 %
ITALY	15.00 %
FRANCE	7.00 %
ENGLAND	8.00 %

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

## Products/services for which there are good market prospects:

1. CORROSION PREVENTION EQUIPMENT
2. WELL STIMULATOR ADDITIVES
3. SCADA SYSTEMS
4. TUBES, CASINGS
5. DRILLING & COMPLETION TOOLS
6. MEASURING INSTRUMENTS
7. RIG & PRODUCTION COMPONENTS
8. SEISMIC/GEOLOGICAL EQUIPMENT

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a impediment in this sector

## Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising