

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

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	1590.00 \$M	820.00 \$M	570.00 \$M	650.00 \$M
Canadian Exports	15.00 \$M	17.00 \$M	15.00 \$M	20.00 \$M
Canadian Share of Market	0.90 %	2.10 %	2.60 %	3.10 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	30.00 %
JAPAN	20.00 %
UNITED KINGDOM	10.00 %
GERMANY WEST	10.00 %
FRANCE	5.00 %

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

Products/services for which there are good market prospects:

1. MAINTENANCE SERVICES
2. SCADA SYSTEMS
3. EXPLORATION SOFTWARE
4. SUNDRY SUPPLIES
5. INSTRUMENTATION

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PFMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory