

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: HOSP. & MEDICAL EQUIP, INSTRUM.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2000.00 \$M	2160.00 \$M	2325.00 \$M	2500.00 \$M
Canadian Exports	13.00 \$M	10.00 \$M	6.60 \$M	6.60 \$M
Canadian Share of Market	1.00 %	1.00 %	1.00 %	1.00 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	92.00 %
GERMANY WEST	2.50 %
JAPAN	2.50 %
UNITED KINGDOM	2.00 %
FRANCE	0.50 %
SWEDEN	0.50 %

Current Status of Canadian
exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. SURGICAL GLOVES
2. ALL DISPOSABLE PRODUCTS
3. MEDICAL & SURGICAL INSTRUMENTS
4. CAT SCANNERS
5. ULTRASOUND SCANNERS
6. GENERAL RADIOGRAPHIC DIAGNOSTIC EQUIP.
7. PHYSIOLOGICAL MONITORING SYSTEMS
8. MOBILE RADIOGRAPHIC EQUIP.

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Provincial export promotion