

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BRASILIA

Market: BRAZIL

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	900.00 \$M	800.00 \$M	750.00 \$M	775.00 \$M
Canadian Exports	15.00 \$M	15.00 \$M	10.00 \$M	95.00 \$M
Canadian Share of Market	1.60 %	1.80 %	1.30 %	12.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	40.00 %
JAPAN	20.00 %
SWEDEN	10.00 %
FRANCE	10.00 %
GERMANY WEST	15.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. TELECOM SATELLITES
2. LOW CAPACITY EARTH STATIONS
3. REMOTE SENSING EQUIPMENT
4. TELEPHONE SWITCHING EQUIPMENT AND COMP.
5. RADIO TRANSMIT EQUIPMENT
6. MOBILE CELLULAR TELEPHONE EQUIPMENT
7. ISDN
8. SARSAT GROUND STATIONS
9. MICROWAVE LANDING SYSTEMS
10. SCADA SYSTEM
11. SARSAT - EPIRB/ELT
12. RURAL TELEPHONY EQUIPMENT