

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 006 ELECTRONICS EQUIP. & SERV

Subsector: 061 PRODUCTS & COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7300.00M	\$ 7200.00M	\$ 7000.00M	\$ 6500.00M
Canadian Exports \$	180.00M	\$ 175.00M	\$ 170.00M	\$ 160.00M
Canadian Share of Import Market	2.40%	2.40%	2.40%	2.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 265 JAPAN	020 %
iii) 268 KOREA	005 %
iv) 434 TAIWAN	005 %
v) 467 SINGAPORE	005 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) TELECOMMUNICATIONS	\$ 70.00 M
ii) TRANSPORTATIONS ELECTRONICS	\$ 40.00 M
iii) INSTRUMENTATION	\$ 30.00 M
iv) SUB-ASSEMBLIES	\$ 20.00 M
v) MICROELECTRONICS	\$ 20.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:

EXCELLENT MARKET POTENTIAL FOR A WIDE VARIETY OF SOPHISTICATED SYSTEMS & COMPONENTS THAT ARE USED FOR POLLUTION DETECTION, PROCESS CONTROL, SATELLITE COMMUNICATIONS AND INDUSTRIAL AND PUBLIC SERVICE APPLICATIONS.