

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1750.00 \$M	1830.00 \$M	1885.00 \$M	1955.00 \$M
Canadian Exports	18.50 \$M	18.80 \$M	19.20 \$M	20.50 \$M
Canadian Share of Market	0.90 %	1.00 %	1.00 %	1.10 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 1-3 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	75.00 %
EUROPE	10.00 %
JAPAN	3.00 %

Products/services for which there are good market prospects:

1. Transmission & Distribution Equipment
2. Engineering
3. Hydro & Thermal Eng.
4. Nuclear Equip.
5. Control Equip.
6. Alternative Energy
7. Electrical Machinery

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Trade Fair activity
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
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