

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAD PAULO

Market: BRAZIL

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	500.00 \$M	725.00 \$M	400.00 \$M	600.00 \$M
Canadian Exports	4.00 \$M	2.00 \$M	4.00 \$M	6.00 \$M
Canadian Share of Market	0.80 %	0.30 %	1.00 %	1.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	30.00 %
FRANCE	5.00 %
GERMANY WEST	10.00 %
JAPAN	20.00 %
ITALY	5.00 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. GENERATORS/TURBINES
2. INSTRUMENTATION
3. NETWORK PROTECTORS
4. P D A EQUIPMENT
5. CIRCUIT BREAKERS
6. SCADA SYSTEMS
7. HIGH VOLTAGE TRANSFORMERS
8. CONSULTING SERVICES
9. SPARE PARTS