

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RABAT

Market: MOROCCO

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	214.00 \$M	294.00 \$M	335.00 \$M	421.00 \$M
Canadian Exports	0.20 \$M	16.50 \$M	104.50 \$M	155.00 \$M
Canadian Share of Market	0.00 %	5.00 %	31.00 %	37.00 %

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

Major Competing Countries

Market Share

FRANCE	50.00 %
GERMANY WEST	10.00 %
UNITED STATES OF AMERICA	0.00 %
SWEDEN	0.00 %
JAPAN	0.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Lignes téléphoniques
2. Assistance technique/télécom.
3. Téléphonie rurale
4. Consultation informatique
5. Equipements télécoms
6. Assistance technique-radiodiffusion

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing