

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: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: INSTRUMENTA & PROCESS CONTROLS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	10000.00 \$M	12000.00 \$M	13600.00 \$M	14400.00 \$M
Canadian Exports	27.30 \$M	33.00 \$M	35.00 \$M	39.00 \$M
Canadian Share of Market	0.30 %	0.30 %	0.30 %	0.30 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	75.00 %
JAPAN	50.00 %
ASIA JR FAR EAST	30.00 %
EUROPEAN COMMON MARKET C	9.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. ELECTRO OPTICS
2. INSTRUMENTATION
3. COMPONENTS FOR SYSTEMS
4. PRINTED CIRCUITS

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
- Trade Fair activity
- Provincial export promotion

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Limited Canadian capabilities