

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: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 041 AEROSPACE & MARINE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 6000.00M	\$ 6300.00M	\$ 6200.00M	\$ 6400.00M
Canadian Exports	\$ 95.00M	\$ 85.00M	\$ 65.00M	\$ 55.00M
Canadian Share of Import Market	1.58%	1.35%	1.04%	0.86%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 616 OTHER COUNTRIES	000 %
iii) 232 ISRAEL	000 %

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) PROPULSION	\$ 300.00 M
ii) MAINTENANCE & OVERHAUL	\$ 250.00 M
iii) AEROMECHANICS	\$ 200.00 M
iv) STRUCTURES	\$ 175.00 M

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

- the degree of import duty protection of local industry tends to be low

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

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
 - SINGLE SOURCE PROCUREMENTS
 - SMALL BUSINESS SET ASIDES
 - CDN COMPANIES EXCLUDED FROM RESERVE ENGINEERING PROJECTS