

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ABIDJAN

Market: IVORY COAST

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	5.00 \$M	10.00 \$M	10.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	1.00 \$M	1.50 \$M
Canadian Share of Market	0.00 %	0.00 %	10.00 %	10.50 %

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

Major Competing Countries

Market Share

FRANCE	90.00 %
SWITZERLAND	10.00 %

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

Products/services for which there are good market prospects:

1. Sta'ns pr radio de téléphone rurale par transmi'n
2. Central téléphonique
3. Pièces de rechange/formation d'équipe de mainten.
4. Unité mobile de radio-téléphone.

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Trade Fair activity
- CIDA programs
- Canada is one of few sources of supply
- Strong sectoral capability in Canada