

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: LAGOS

Market: NIGERIA

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	138.00 \$M	200.00 \$M	300.00 \$M	350.00 \$M
Canadian Exports	0.06 \$M	1.50 \$M	10.00 \$M	25.00 \$M
Canadian Share of Market	0.04 %	0.70 %	3.30 %	7.20 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 30-60 \$M

Major Competing Countries	Market Share
UNITED KINGDOM	20.00 %
GERMANY WEST	15.00 %
JAPAN	15.00 %
BULGARIA	10.00 %
UNITED STATES OF AMERICA	10.00 %
SPAIN	3.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Consulting services
2. Substations
3. Transformers
4. Generators
5. ELP
6. Turbines

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory