

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BERNE

Market: SWITZERLAND

Sector : TRANSPORT SYS, EQUIP, COMP, SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	7600.00 \$M	8506.00 \$M	7198.00 \$M	7917.00 \$M
Canadian Exports	9.20 \$M	15.90 \$M	13.40 \$M	16.00 \$M
Canadian Share of Market	0.10 %	0.19 %	0.19 %	0.20 %

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

Major Competing Countries

Market Share

GERMANY WEST	39.80 %
JAPAN	17.80 %
FRANCE	9.20 %
UNITED STATES OF AMERICA	7.70 %
ITALY	7.40 %
BELGIUM	4.30 %

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

Products/services for which there are good market prospects:

1. Aircraft engines + parts
2. Automotive parts

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Non-competitive pricing
- Unsuitable product