

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ADDIS ABABA

Market: ETHIOPIA

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: HYDRO

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	62.00 \$M	77.00 \$M	120.00 \$M
Canadian Exports	0.00 \$M	1.60 \$M	6.00 \$M	19.80 \$M
Canadian Share of Market	0.00 %	2.50 %	7.79 %	16.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

ITALY	50.00 %
JAPAN	20.00 %
UNITED KINGDOM	5.00 %
FINLAND	15.00 %
UNION OF SOVIET SOC REP	7.50 %

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

Products/services for which there are good market prospects:

1. ENGINEERING SERVICES
2. POWER GENERATING EQPT
3. POWER TRANSMISSION EQPT
4. CONSULTANCY SERVICES
5. TRAINING

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- Market prospects have not been adequately explored