

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 633 SANTIAGO

Market: 068 CHILE

Sector: 006 ELECTRONICS EQUIP. & SERV

Subsector: 063 CONSUMER ELECTRONICS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	83.00M	\$ 80.00M	\$ 72.00M	\$ 56.00M
Canadian Exports \$	0.90M	\$ 0.80M	\$ 0.30M	\$ 0.70M
Canadian Share of Import Market	1.08%	1.00%	0.42%	1.25%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 265 JAPAN	020 %
iii) 128 GERMANY WEST	005 %
iv) 047 BRAZIL	005 %
v) 051 UNITED KINGDOM	004 %
vi) 512 SWITZERLAND	001 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) SECURITY EQUIPMENT FOR HOMES & INDUSTRIES	\$ 0.20 M
ii) SONAR EQUIPMENT FOR FISHING INDUSTRY	\$ 0.00 M
iii) FIRE PREVENTION EQUIPMENT	\$ 0.20 M

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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters