

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: PRETORIA

Market: LESOTHO

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: ARCHITECT, CONS, CONSUL, SERV

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	5.00 \$M	4.00 \$M	4.00 \$M
Canadian Exports	0.00 \$M	4.00 \$M	3.00 \$M	3.00 \$M
Canadian Share of Market	0.00 %	80.00 %	75.00 %	75.00 %

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

Major Competing Countries

Market Share

UNITED KINGDOM	10.00 %
FRANCE	5.00 %
GERMANY WEST	10.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. TECHN.ASSIST TO LESOTHO HIGHLANDS WATER AUTHORITY
2. L.H.D.A. CONSULTANCY SERVICES
3. MASERU WATER SUPPLY PROJECT MANAGEMENT
4. MASERU SEWAGE SCHEME CONSULTANCY

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