

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

70

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BUFFALO

Market: UNITED STATES OF AMERICA

Sector : ADVANCED TECH. PRD. & SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE & COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	400.00 \$M	415.00 \$M	430.00 \$M	445.00 \$M
Canadian Exports	10.00 \$M	12.00 \$M	14.00 \$M	16.00 \$M
Canadian Share of Market	2.50 %	2.80 %	3.20 %	3.60 %

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

Major Competing Countries	Market Share
JAPAN	5.00 %
KOREA	4.00 %
GERMANY WEST	2.00 %

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

Products/services for which there are good market prospects:

1. COMPUTER SOFTWARE
2. COMPUTER PERIPHERALS
3. COMPUTER SERVICES

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada