

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE & COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	12912.00 \$M	13760.00 \$M	14200.00 \$M	15060.00 \$M
Canadian Exports	206.00 \$M	221.00 \$M	240.00 \$M	258.00 \$M
Canadian Share of Market	1.60 %	1.60 %	1.70 %	1.70 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	75.00 %
JAPAN	63.50 %
EUROPEAN COMMON MARKET C	15.30 %
KOREA	15.20 %

Products/services for which there are good market prospects:

1. LAN HARDWARE
2. DATACOM COMPONENTS
3. SYSTEMS COMPONENTS
4. PERIPHERALS
5. SOFTWARE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Trade Fair activity
- Provincial export promotion

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Limited Canadian capabilities
- LACK OF SUBSTAINED MKT EFFORTS;
- SHORT PRODUCT LIFE CYCLES