

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: ALGIERS

Market: ALGERIA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: RAIL

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	100.00 \$M	125.00 \$M	120.00 \$M	431.00 \$M
Canadian Exports	1.50 \$M	1.50 \$M	2.00 \$M	40.00 \$M
Canadian Share of Market	2.00 %	2.00 %	2.00 %	9.00 %

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

Major Competing Countries	Market Share
AUSTRIA	40.00 %
FRANCE	40.00 %
OTHER COUNTRIES	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. LOCOMOTIVES
2. VOIE
3. SIGNALISATION
4. TELECOMMUNICATIONS ET INFORMATIQUE
5. FORMATION

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing