

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ABIDJAN

Market: IVORY COAST

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: TRANSMISSION

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	113.00 \$M	120.00 \$M	120.00 \$M	130.00 \$M
Canadian Exports	4.00 \$M	4.00 \$M	2.20 \$M	4.00 \$M
Canadian Share of Market	3.50 %	3.30 %	1.80 %	3.00 %

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

Major Competing Countries

Market Share

FRANCE	80.00 %
OTHER COUNTRIES	20.00 %

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

Products/services for which there are good market prospects:

1. EQPT DE TRANS/DISTRIB/CONVERTISSEURS DE PHASE/EQPT
2. SERVICES DE CONSULTANT EN FORMATION/INFO EN GESTIO
3. MIEUX NOUS POSITIONNER SI MISE EN CHANTIER DU BARR
4. SYSTEME A COUPLAGE CAPACITIF (SCC)

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are low
- Aggressive marketing
- PEMD support
- Provincial export promotion
- CIDA programs
- Strong sectoral capability in Canada