

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAN JOSE

Market: COSTA RICA

Sector : TRANSPORT SYS, EQUIP, COMP, SERV.

Sub-Sector: AUTOMOTIVE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	310.00 \$M	325.00 \$M	335.00 \$M	340.00 \$M
Canadian Exports	7.60 \$M	5.00 \$M	4.60 \$M	5.00 \$M
Canadian Share of Market	2.40 %	1.50 %	1.30 %	1.40 %

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

Major Competing Countries

Market Share

JAPAN	60.00 %
UNITED STATES OF AMERICA	10.00 %
KOREA	10.00 %
GERMANY WEST	10.00 %

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

Products/services for which there are good market prospects:

1. Automotive Spare parts (Truks)
2. Railway equipment
3. Consulting services

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- The lack of response to local enquires by local Cdn exporters