

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WASHINGTON

Market: UNITED STATES OF AMERICA

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: OTHER DEFENSE PROD &amp; SERV.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	20000.00 \$M	23400.00 \$M	20800.00 \$M	20000.00 \$M
Canadian Exports	128.00 \$M	114.00 \$M	114.00 \$M	112.00 \$M
Canadian Share of Market	0.05 %	0.05 %	0.05 %	0.05 %

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

## Major Competing Countries

## Market Share

UNITED STATES OF AMERICA	97.00 %
EUROPEAN COMMON MARKET C	2.00 %
OTHER COUNTRIES	1.00 %

Current Status of Canadian  
exports in this sector/subsector: Mature with little growth

## Products/services for which there are good market prospects:

1. ELECTRONICS ASSEMBLIES
2. MACHINING PARTS
3. ELECTRICAL WIRING
4. CASTINGS
5. AIRCRAFT COMPONENTS
6. SHIPS COMPONENTS

## Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Willingness of exporters to invest/joint venture in territory