

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATHENS

Market: GREECE

Sector : TRANSPORT SYS, EQUIP, COMP, SERV.

Sub-Sector: URBAN TRANSIT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	50.00 \$M	50.00 \$M	50.00 \$M	50.00 \$M
Canadian Exports	1.00 \$M	1.00 \$M	1.00 \$M	30.00 \$M
Canadian Share of Market	2.00 %	2.00 %	2.00 %	2.00 %

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

## Major Competing Countries

## Market Share

UNITED KINGDOM	20.00 %
FRANCE	20.00 %
GERMANY WEST	20.00 %
EUROPEAN COMMON MARKET C	20.00 %
UNITED STATES OF AMERICA	20.00 %

Current Status of Canadian  
exports in this sector/subsector: No export results to date

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

1. Locomotives
2. R.R. maintenance shop
3. Syst. equipment

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

## Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- Purchases are made through Govt.
- tenders only-competition strong