

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: YAOUNDE

Market: REPUBLIC OF CAMEROON

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	80.00 \$M	80.00 \$M	75.00 \$M	70.00 \$M
Canadian Exports	4.50 \$M	4.50 \$M	4.00 \$M	4.00 \$M
Canadian Share of Market	5.50 %	5.50 %	5.30 %	5.70 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

FRANCE	45.00 %
UNITED STATES OF AMERICA	12.00 %
ISRAEL	10.00 %
GERMANY WEST	10.00 %
SPAIN	5.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. Equipements de transport terrestre
2. Equipement aerien
3. Barraques

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Trade Fair activity
- Competitive pricing
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
 - Unsuitable product
 - Limited Canadian capabilities
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