

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TFI AVTV

Market: ISRAFI

Sector : POWER &amp; ENERGY EQUIP. &amp; SRV.

Sub-Sector: THERMAL

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	0.00 \$M	5.00 \$M	12.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.30 \$M	6.00 \$M
Canadian Share of Market	0.00 %	0.00 %	6.00 %	50.00 %

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

## Major Competing Countries

## Market Share

UNITED STATES OF AMERICA	0.00 %
GERMANY WEST	0.00 %
UNITED KINGDOM	0.00 %
SWITZERLAND	0.00 %
FRANCE	0.00 %

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

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

1. POWER STATION AUXILIARY EQUIPMENT
2. GENERATORS
3. VALVES, PIPES
4. PARTS OF STEAM GENERATOR BOILERS

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing

## Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored
- Performance of local agent or representative