

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ADDIS ABABA

Market: ETHIOPIA

Sector : ADVANCED TECH. PRDD. &amp; SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	151.00 \$M	256.50 \$M	0.00 \$M	0.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

## Major Competing Countries

## Market Share

JAPAN	0.00 %
AUSTRALIA	0.00 %
SWEDEN	0.00 %
FINLAND	0.00 %
UNITED KINGDOM	0.00 %
UNITED STATES OF AMERICA	0.00 %

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

1. TELECOM EQPT
2. SOLAR POWER GENERATOR
3. RADIO EQPT

## Factors contributing to current successful Canadian exports:

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

## Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- Market prospects have not been adequately explored