

## Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 057 ROBOTICS &amp; ARTIFICIAL INTELL.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	55.00M	\$ 55.00M	\$ 55.00M	\$ 56.00M
Canadian Exports \$	1.00M	\$ 1.00M	\$ 1.00M	\$ 1.00M
Canadian Share of Import Market	2.00%	2.00%	2.00%	2.00%

## Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 265 JAPAN	030 %
iii) 507 SWEDEN	005 %
iv) 128 GERMANY WEST	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) ROBOTS	\$ 1.00 M
ii) PERIPHERALS SUCH AS SOFTWARE & VISION SYSTEMS	\$ 0.20 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

RECENT PULLBACK IN ROBOTICS PURCHASE BY MIDWEST AUTO INDUSTRY.  
DOMESTIC PRODUCERS HAVE RESPONDED TO STRONG FOREIGN COMPETITION BY CUTTING BACK ON MANUFACTURE OF MANY ROBOTICS PRODUCTS - ESPECIALLY BASIC UNITS.