

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : ADVANCED TECH. PROD. &amp; SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE &amp; COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	5575.00 \$M	6465.00 \$M	7500.00 \$M	8700.00 \$M
Canadian Exports	36.00 \$M	49.00 \$M	74.00 \$M	84.00 \$M
Canadian Share of Market	1.00 %	1.00 %	1.00 %	1.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	80.00 %
JAPAN	3.00 %
GERMANY WEST	3.00 %
UNITED KINGDOM	1.00 %
OTHER COUNTRIES	3.00 %

Current Status of Canadian  
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. LANGUAGE SOFTWARE
2. FINANCIAL SOFTWARE
3. LEGAL SOFTWARE
4. DATABASE MANAGEMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- PEAR support
- Fairs and Missions support

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system