

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: EASTERN EUROPE

Mission: 471 WARSAW

Market: 099 POLAND

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

Subsector: 999 ALL SUB-SECTORS

| Statistical Data On Sector/sub-sector | Next Year (Projected) | Current Year (Estimated) | 1 Year Ago | 2 Years Ago |
|------------------------------------------|--------------------------|-----------------------------|------------|-------------|
| Mkt Size(import) \$ | 0.00M NA | \$ 280.00M | \$ 280.00M | \$ 313.50M |
| Canadian Exports \$ | 0.00M NA | \$ 0.00M | \$ 0.00M | \$ 0.00M |
| Canadian Share of Import Market | 0.00% NA | 0.00% | 0.00% | 0.00% |

Major Competing Countries

Market Share

| | |
|-----------------------------------|-------|
| i) 128 GERMANY WEST | 000 % |
| ii) 051 UNITED KINGDOM | 000 % |
| iii) 577 UNITED STATES OF AMERICA | 000 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$

| | |
|------------------------------------|-----------|
| i) WORKPLACE AUTOMATION | \$ 0.00 M |
| ii) ELECTRONIC COMPONENTS | \$ 0.00 M |
| iii) COMPUTERS, SOFTWARE & SYSTEMS | \$ 0.00 M |

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

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters