

## 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: 004 DEFENCE PROGRAMS, PRODUCTS, SERV.

Subsector: 044 OTHER DEFENSE PROD &amp; SERV.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3000.00M	\$ 2900.00M	\$ 2800.00M	\$ 2500.00M
Canadian Exports \$	55.00M	\$ 50.00M	\$ 45.00M	\$ 40.00M
Canadian Share of Import Market	1.80%	1.70%	1.60%	1.60%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	095 %
ii) 616 OTHER COUNTRIES	003 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DEFENSIVE CHEMICAL EQUIPMENT	\$ 65.00 M
ii) COLD WEATHER CLOTHING	\$ 20.00 M
iii) SECURITY PRODUCTS	\$ 10.00 M

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

- 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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
  - SINGLE SOURCES PROCUREMENTS
  - SMALL BUSINESS SET ASIDES