

Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 637 SAO PAULO

Market: 047 BRAZIL

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) \$	800.00M	\$ 750.00M	\$ 775.00M	\$ 700.00M
Canadian Exports \$	15.00M	\$ 8.00M	\$ 95.00M	\$ 101.00M
Canadian Share	2.00%	1.00%	12.00%	14.00%
of Import Market				

Major Competing Countries

	Market Share
i) 577 UNITED STATES OF AMERICA	035 %
ii) 265 JAPAN	020 %
iii) 112 FRANCE	015 %
iv) 128 GERMANY WEST	010 %
v) 507 SWEDEN	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

	Current Total Imports In Canadian \$
i) TELEPHONE SWITCHING EQUIPMENT	\$ 5.00 M
ii) SATELLITE USES, E.G. TELE-EDUCATION	\$ 0.00 M
iii) SARSAT, EARTH STATIONS - LUT	\$ 3.00 M
iv) SARSAT - LOCATOR BEACONS	\$ 0.00 M
v) RURAL TELEPHONY	\$ 1.00 M
vi) CELLULAR RADIO TECH.	\$ 0.00 M
vii) COMPUTER SOFTWARE	\$ 10.00 M
viii) MICROWAVE LANDING SYSTEMS	\$ 0.00 M
ix) REMOTE SENSING EQUIPMENT	\$ 0.00 M
x) SCADA SYSTEMS	\$ 3.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

1) Project Name: TELECOM SATELLITE APPLICATION/USES

Approximate Value: \$ M

Financing Source: 023 EDC 011 CIDA

For further info. please contact:

CONGEN, SAO PAULO TLX: 38-1123230