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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: VIENNA

Market: AUSTRIA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: AEROSPACE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	291.00 \$M	253.00 \$M	260.00 \$M	300.00 \$M
Canadian Exports	14.00 \$M	14.00 \$M	15.00 \$M	16.00 \$M
Canadian Share of Market	0.50 %	0.60 %	0.60 %	0.60 %

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

Major Competing Countries

Market Share

EUROPEAN COMMON MARKET C
UNITED STATES OF AMERICA

61.00 %
22.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Aircraft
2. Spare parts for aircraft

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Austr mkt relat'y small therefore
- almost hand tail'd sales eff needed