

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ABIDJAN

Market: IVORY COAST

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: TRANSMISSION

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	120.00 \$M	120.00 \$M	130.00 \$M	0.00 \$M
Canadian Exports	4.00 \$M	2.20 \$M	4.00 \$M	0.00 \$M
Canadian Share of Market	3.30 %	1.80 %	3.00 %	0.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 3-5 \$M

Major Competing Countries	Market Share
FRANCE	80.00 %
OTHER COUNTRIES	20.00 %

Products/services for which there are good market prospects:

1. Eqpt. de transmis./distri'n/convertis. de phase
2. Services de consultant en formation et gestion

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Provincial export promotion
- CIDA programs
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Performance of local agent or representative
- Absence d'agent local; manque de
- financement local/influence franc.