

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

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

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	950.00M	\$ 892.00M	\$ 850.00M	\$ 800.00M
Canadian Exports \$	109.00M	\$ 102.00M	\$ 95.00M	\$ 90.00M
Canadian Share of Import Market	11.47%	11.44%	11.18%	11.25%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	50 %
ii) 265 JAPAN	20 %
iii) 268 KOREA	5 %
iv) 434 TAIWAN	5 %
v) 467 SINGAPORE	5 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) COMPUTERS	\$ 80.00 M
ii) SOFTWARE	\$ 12.00 M
iii) PERIPHERALS	\$ 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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

IN CASE OF SOFTWARE. THIS IS A COMPETITIVE MARKET WHERE PRICING IS KEY. PROXIMITY AND SIMILARITY OF PRODUCTS MAKES THIS AN EXCELLENT MARKET FOR CANADIAN EXPORTERS.