

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BERNE

Market: SWITZERLAND

Sector : ADVANCED TECH. PROD. &amp; SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE &amp; COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	3120.00 \$M	3212.00 \$M	2850.00 \$M	2900.00 \$M
Canadian Exports	6.90 \$M	14.50 \$M	15.00 \$M	15.50 \$M
Canadian Share of Market	0.22 %	0.45 %	0.53 %	0.53 %

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

## Major Competing Countries

## Market Share

GERMANY WEST	23.00 %
UNITED STATES OF AMERICA	19.20 %
UNITED KINGDOM	14.80 %
NETHERLANDS	10.00 %
FRANCE	7.00 %
JAPAN	5.50 %

## Products/services for which there are good market prospects:

1. Peripherals
2. Components, components parts.
3. Digital processors
4. Memory units.
5. Automatic dataprocessors.
6. Portable computers.
7. LAN
8. Magnetic tapes.

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory
- Strong support of Swiss