

## 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: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 041 AEROSPACE &amp; MARINE

| Statistical Data On<br>Sector/sub-sector | Next Year<br>(Projected) | Current Year<br>(Estimated) | 1 Year Ago | 2 Years Ago |
|------------------------------------------|--------------------------|-----------------------------|------------|-------------|
| Mkt Size(import) \$                      | 1000.00M                 | \$ 1000.00M                 | \$ 850.00M | \$ 900.00M  |
| Canadian Exports \$                      | 85.00M                   | \$ 65.00M                   | \$ 55.00M  | \$ 65.00M   |
| Canadian Share<br>of Import Market       | 8.50%                    | 6.50%                       | 6.47%      | 7.22%       |

## Major Competing Countries

## Market Share

|                                  |      |
|----------------------------------|------|
| i) 577 UNITED STATES OF AMERICA  | 85 % |
| ii) 609 EUROPEAN COMMON MARKET C | 10 % |
| iii) 232 ISRAEL                  | 3 %  |

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

## Current Total Imports

|                   |                |
|-------------------|----------------|
| i) PROPULSION     | In Canadian \$ |
| ii) AEROMECHANICS | \$ 312.00 M    |
| iii) STRUCTURES   | \$ 215.00 M    |
| iv) MAINTENANCE   | \$ 177.00 M    |
|                   | \$ 125.00 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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
SMALL BUSINESS SET-ASIDES AND SINGLE SOURCE PROCUREMENTS.