

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NAIROBI

Market: KENYA

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	190.00 \$M	200.00 \$M	220.00 \$M	240.00 \$M
Canadian Exports	1.50 \$M	1.00 \$M	1.00 \$M	2.50 \$M
Canadian Share of Market	0.80 %	0.50 %	0.40 %	1.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

FRANCE	20.00 %
JAPAN	15.00 %
NETHERLANDS	15.00 %
UNITED KINGDOM	10.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. Airport baggage handling equipment and spares
2. Pratt and Whitney engines and spares
3. Consulting services for road transport systems
4. Consulting svcs for civil aviation & urban transit
5. Navigation aids
6. Light transport aircraft, including used.

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Non-competitive financing

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