

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

17

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

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	14300.00 \$M	14000.00 \$M	14000.00 \$M	14000.00 \$M
Canadian Exports	130.00 \$M	145.00 \$M	150.00 \$M	200.00 \$M
Canadian Share of Market	0.93 %	1.04 %	1.07 %	1.43 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	90.00 %
UNITED KINGDOM	2.00 %
FRANCE	2.00 %
GERMANY WEST	2.00 %
JAPAN	2.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. AIRCRAFT PARTS
2. COMMUTER AIRCRAFT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising