

## Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 633 SANTIAGO

Market: 068 CHILE

Sector: 006 ELECTRONICS EQUIP. &amp; SERV

Subsector: 061 PRODUCTS &amp; COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	37.00M	\$ 34.00M	\$ 29.30M	\$ 27.40M
Canadian Exports \$	2.00M	\$ 1.50M	\$ 1.00M	\$ 0.14M
Canadian Share of Import Market	5.40%	4.41%	3.40%	0.53%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 128 GERMANY WEST	024 %
iii) 265 JAPAN	006 %
iv) 051 UNITED KINGDOM	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) UPS RECTIFIERS	\$ 0.00 M
ii) VOLTIMETERS	\$ 0.20 M
iii) TELEMETRY	\$ 0.20 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- 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:

- a lack of interest in the market on the part of Canadian exporters
- 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:

STATE OWNED COS SUCH AS CTC, ENTEL, CHILECTRA GET PROJECTS APPROVED MORE EASILY IF DISBURSEMENT IS MADE IN PESOS WHICH MEANS ADDING LOCAL COMPONENTS, WHICH GIVES BETTER CHANCES TO WIN BIDS.