

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

218

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: PRETORIA

Market: LESOTHO

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: HYDRO

Cumulative 3 year export potential for
CDN products in this sector/subsector: 30-60 \$M

Major Competing Countries

Market Share

EUROPEAN COMMON MARKET C

50.00 %

Current Status of Canadian

exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. DEV.OF HYDRO COMP OF LESOTHO SCHEME IS TO PROCEED
2. SOLAR PANELS REQUIRED FOR RURAL TELEPHONE SYSTEM

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Non-competitive financing
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission
is currently engaged in activities which include:

Activity:

ENTIRE HYDRO COMPONENT HIGHLANDS WATER SCHEME