

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ABIDJAN

Market: IVORY COAST

Sector : MINE, METAL, MINERAL PRD & SKV

Sub-sector: EQUIPMENT AND MACHINERY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	0.00 \$M	4.00 \$M	6.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.20 \$M	2.00 \$M
Canadian Share of Market	0.00 %	0.00 %	5.00 %	33.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 1-3 \$M

Major Competing Countries

Market Share

EUROPEAN COMMON MARKET C
UNITED STATES OF AMERICA

50.00 %
40.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. EQPT D'EXPLOITATION
2. EQPT D'EXPLORATION
3. SERVICE D'ASSISTANCE TECHNIQUE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are low
- Aggressive marketing
- PEMD support
- Provincial export promotion
- CIDA programs
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

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