

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATHENS

Market: GREECE

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	250.00 \$M	250.00 \$M	250.00 \$M	250.00 \$M
Canadian Exports	6.00 \$M	1.00 \$M	2.50 \$M	1.00 \$M
Canadian Share of Market	2.50 %	0.40 %	1.00 %	0.40 %

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

Major Competing Countries

Market Share

GERMANY WEST	15.00 %
FRANCE	1.50 %
UNITED KINGDOM	1.50 %
SWEDEN	5.00 %
JAPAN	50.00 %
EAST GERMANY	5.00 %

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

Products/services for which there are good market prospects:

1. COMPUTER & SOFTWARE
2. TELECOMMUNICATIONS
3. ELECTRONICS
4. INFORMATICS
5. DATA DISTR.EQUIPM

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Trade Fair activity
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Market prospects have not been adequately explored