

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BONN

Market: GERMANY WEST

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: OTHER DEFENSE PROD & SERV.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	4.42 \$M	4.75 \$M	5.10 \$M	5.46 \$M
Canadian Exports	0.25 \$M	0.20 \$M	0.20 \$M	0.20 \$M
Canadian Share of Market	6.00 %	4.20 %	3.90 %	3.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 0-1 \$M

Major Competing Countries	Market Share
GERMANY WEST	70.00 %
UNITED STATES OF AMERICA	0.00 %
UNITED KINGDOM	0.00 %
NETHERLANDS	0.00 %
FRANCE	0.00 %
ITALY	0.00 %

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

Products/services for which there are good market prospects:

1. INTRUSION DETECTION
2. ACCESS CONTROL
3. TEMPEST EQUIPMENT
4. SYSTEMS COMPONENTS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Trade Fair activity
- Provincial export promotion
- Strong sectoral capability in Canada
- ACTIVE SUPPORT OF EMBASSY