

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BRASILIA

Market: BRAZIL

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1500.00 \$M	1400.00 \$M	1200.00 \$M	1100.00 \$M
Canadian Exports	125.00 \$M	125.00 \$M	105.00 \$M	93.00 \$M
Canadian Share of Market	8.50 %	8.00 %	8.50 %	8.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	40.00 %
GERMANY WEST	15.00 %
ITALY	15.00 %
UNITED KINGDOM	10.00 %
JAPAN	10.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. AUTO PARTS
2. AIRCRAFT ENGINES
3. LOCOMOTIVE COMPONENTS
4. RAILWAY CONSULTING SERVICES
5. LRT SYSTEMS DESIGN & ENGINEERING EQUIPMENT
6. CARGO/RAIL TRANSPORT MANAGEMENT SYSTEMS
7. FIREFIGHTING AIRCRAFT
8. AIRCRAFT CONVERSION KITS
9. CONSULTING SERVICES
10. MARINE VESSELS EQUIPMENT
11. HELICOPTERS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory