

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 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 | 1.00 \$M | 0.00 \$M | 1.00 \$M | 2.50 \$M |
| Canadian Share of Market | 0.40 % | 0.00 % | 0.40 % | 1.00 % |

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

Major Competing Countries

Market Share

| | |
|----------------|---------|
| GERMANY WEST | 15.00 % |
| SWEDEN | 5.00 % |
| FRANCE | 1.50 % |
| UNITED KINGDOM | 1.50 % |
| 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. Computers and software
2. Telecommunications
3. Electronics
4. Data Distr. Equipment

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing

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