

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 279 KENYA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	90.00M	\$ 130.00M	\$ 60.00M	\$ 40.00M
Canadian Exports \$	3.00M	\$ 3.00M	\$ 1.00M	\$ 2.00M
Canadian Share of Import Market	3.00%	2.00%	2.00%	5.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	040 %
ii) 112 FRANCE	015 %
iii) 577 UNITED STATES OF AMERICA	015 %
iv) 265 JAPAN	010 %
v) 237 ITALY	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) CONSULTING SERVICES	\$ 2.00 M
ii) URBAN TRANSIT EQUIPMENT	\$ 0.00 M
iii) LOCOMOTIVE SPARES	\$ 2.00 M
iv) BAGGAGE HANDLING EQUIPMENT (AIRPORT)	\$ 0.50 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties in obtaining credit facilities in Canada