

RPTC3

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 CONSULTING SERVICES SUB-SECTOR HIGHLIGHTS

Mission: PRAGUE

Market: CZECHOSLOVAKIA

Sector : INDUSTRIAL MACHIN, PLANTS, SERV.

Sub-Sector: SERVICES INCLUDING CONSULTING

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	625.00 \$M	625.00 \$M	625.00 \$M	625.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries	Market Share
GERMANY WEST	40.00 %
UNION OF SOVIET SOC REP	30.00 %
AUSTRIA	10.00 %
UNITED KINGDOM	10.00 %
SWEDEN	10.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. Mfrg lic. for prod. of wide range env. prot. eqpt.
2. Adv. techn. for waste disp/recycl (biotech/fluid bed)
3. Partic. in 3-country mkts with CSSR eqpt mfrs.
4. Adv. techn. for air (de-SOx de-NOx) & wat. pol. contr.
5. Adv. techn. for rehab. of agr. soil (nitrate remov.)

Factors contributing to current successful Canadian exports:

- Import restrictions are not a impediment in this sector

Factors for Canadian exports not reaching market potential:

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

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