

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: LAGOS

Market: NIGERIA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	39.30 \$M	42.00 \$M	50.00 \$M	100.00 \$M
Canadian Exports	1.50 \$M	2.00 \$M	1.20 \$M	3.00 \$M
Canadian Share of Market	3.80 %	4.80 %	2.40 %	3.00 %

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

Major Competing Countries

Market Share

SWEDEN	16.00 %
UNITED STATES OF AMERICA	18.00 %
JAPAN	10.00 %
UNITED KINGDOM	6.00 %
GERMANY WEST	5.00 %
NETHERLANDS	2.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. Rural communications equipment
2. Switches, exchanges, PABX's
3. Data communications equipment
4. Satellite related equipment
5. Handsets
6. Power supplies and peripherals
7. Consulting services
8. Training, repair & testing equipment

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada
- Good local representation