

RPTCI

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TEL AVIV

Market: ISRAELI

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	110.00 \$M	136.35 \$M	150.00 \$M	160.00 \$M
Canadian Exports	2.60 \$M	4.30 \$M	6.00 \$M	10.00 \$M
Canadian Share of Market	2.30 %	3.15 %	4.00 %	6.25 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-20 \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	0.00 %
GERMANY WEST	0.00 %
UNITED KINGDOM	0.00 %
FRANCE	0.00 %
NETHERLANDS	0.00 %
ITALY	0.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. CABLE TV TRANSMITTERS
2. INSTRUMENTATION EQUIPMENT
3. SCRAMBLING/DESCRAMBLING EQUIPMENT
4. TELECOMMUNICATIONS EQUIPMENT
5. BROADCASTING EQUIPMENT
6. REMOTE SENSING SYSTEMS
7. LOCAL AREA NETWORKS (LAN'S)

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- Strong sectoral capability in Canada
- Competitive Canadian financing