

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 056 ELECTRONIC COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1825.00M	\$ 1800.00M	\$ 1750.00M	\$ 1625.00M
Canadian Exports \$	45.00M	\$ 44.00M	\$ 43.00M	\$ 40.00M
Canadian Share of Import Market	2.40%	2.40%	2.40%	2.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 265 JAPAN	020 %
iii) 268 KOREA	005 %
iv) 434 TAIWAN	005 %
v) 467 SINGAPORE	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PRINTED CIRCUIT BOARDS	\$ 50.00 M

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

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

- No factors reported by mission

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada