

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

292

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAO PAULO

Market: BRAZIL

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	1400.00 \$M	1000.00 \$M	2000.00 \$M	2500.00 \$M
Canadian Exports	16.00 \$M	38.00 \$M	50.00 \$M	70.00 \$M
Canadian Share of Market	1.10 %	3.80 %	2.50 %	2.80 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	30.00 %
GERMANY WEST	5.00 %
JAPAN	10.00 %
FRANCE	5.00 %

Current Status of Canadian  
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. DIGITAL SWITCHES
2. SATELLITE COMMUNICATIONS SYSTEMS
3. REMOTE SENSING EQPT. SYSTEMS & SERVICES
4. RURAL TELEPHONE SYSTEMS
5. MOBILE CELLULAR TELEPHONE SYSTEMS
6. INSTRUMENTATION
7. SOFTWARE
8. COMPONENTS
9. SATELLITE RECEIVERS
10. LAZER EQUIPMENTS
11. NON DESTRUCTIVE TESTING EQPT.
12. INFORMATION SYSTEMS