

THE MARKET

All figures supplied courtesy of Compass Hoby Ltd.

TELECOMMUNICATIONS (all millions \$NZ) (\$1NZ = \$0.700 CDN)

Product Imports	Cdn % Share of Imports 1988	Cdn Share \$M 1988	Market \$M	Total \$M
Consumer Premises Equipment	2.3	2.55	181.5	110.9
Computer Com	0.8	0.88	120.4	110.0
Mobile	2.6	1.78	83.0	68.5
Broadcast	4.0	2.83	71.8	70.75
Space	1.15	0.05	3.3	3.3
Telecoms	3.3	2.27	81.5	68.8
TOTAL CANADIAN MARKET SHARE			<u>\$10.36</u>	
TOTAL 1988 MARKET			<u>\$541.5</u>	

Canada is considered as a good prospective source of supply; however, exporters need to treat the market as separate from Australia and also raise the general awareness of their products here.

Support is a key issue in this market, and a visible local presence is considered essential either through an operating subsidiary company, or local agent.

Active promotion is very important, especially if you use a local agent. Although their knowledge of the market is good, they are selling a range of products, and will naturally promote, most vigorously, the ones that are given the most support from parent company(s). The techniques used in this process are identical to Canadian techniques.

Finally, although quality is important, New Zealanders tend to be price sensitive. This is most important in government contracts, but also applies to industrial contracts.