

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ELECTRICAL & ELECTRONIC

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	7600.00 \$M	9130.00 \$M	9000.00 \$M	8700.00 \$M
Canadian Exports	98.90 \$M	140.00 \$M	137.00 \$M	135.00 \$M
Canadian Share of Market	0.01 %	0.01 %	0.02 %	0.02 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	94.00 %
JAPAN	2.00 %
FRANCE	2.00 %
UNITED KINGDOM	1.00 %
GERMANY WEST	1.00 %

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

Products/services for which there are good market prospects:

1. Semi conductors
2. Integrated Circuits
3. Radios
4. Power supplies
5. Printed Circuit Boards
6. Flex Circuits

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Trade Fair activity
- Canada is one of few sources of supply
- Bilateral economic trade agreement
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory