

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ABIDJAN

Market: IVORY COAST

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE & COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	11.40 \$M	12.00 \$M	13.00 \$M	15.00 \$M
Canadian Exports	0.20 \$M	0.00 \$M	0.10 \$M	0.30 \$M
Canadian Share of Market	1.80 %	0.00 %	0.80 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 0-1 \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	35.00 %
FRANCE	25.00 %
JAPAN	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. LOGICIELS
2. MICRO-ORDINATEURS
3. SERVICE DE GESTION/FORMATION EN INFORMATIQUE DANS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion
- CIDA programs
- Strong sectoral capability in Canada
- willingness of exporters to invest/joint venture in territory