

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAN JOSE

Market: COSTA RICA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	185.00 \$M	200.00 \$M	220.00 \$M	240.00 \$M
Canadian Exports	3.50 \$M	4.00 \$M	4.60 \$M	5.00 \$M
Canadian Share of Market	1.80 %	2.00 %	2.09 %	2.08 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

SWEDEN	25.00 %
FRANCE	20.00 %
UNITED STATES OF AMERICA	18.00 %
JAPAN	13.00 %
GERMANY WEST	12.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. Telecommunications
2. Hardware, software and components
3. Software applications

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- CIDA programs
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Non-competitive financing
- _____
- _____