89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ADDIS ABABA Market: ETHIOPIA

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: ARCHITECT,CONS,CONSUL,SERV

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 $M	200.00 $M	95.00 $M	105.00 $M
Canadian Exports	0.00 $M	0.00 $M	2.10 $M	0.50 $M
Canadian Share of Market	0.00 %	0.00 %	2.21 %	0.47 %

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

Major Competing Countries	Market Share
ITALY	0.00 %
GERMANY WEST	0.00 %
JAPAN	0.00 %
UNITED KINGDOM	0.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. ROAD CONSTRUCTION MACHINERY
2. SOIL COMPACTORS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- Market prospects have not been adequately explored