

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAO PAULO

Market: BRAZIL

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	643.00 \$M	979.00 \$M	1048.00 \$M	1120.00 \$M
Canadian Exports	72.00 \$M	111.00 \$M	119.00 \$M	132.00 \$M
Canadian Share of Market	11.10 %	11.30 %	11.40 %	11.80 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	40.00 %
JAPAN	10.00 %
ITALY	15.00 %
FRANCE	15.00 %
UNITED KINGDOM	10.00 %

Products/services for which there are good market prospects:

1. AIRCRAFT ENGINES
2. CARGO/RAIL TRANSPORT MANAGEMENT SYSTEMS/SERVICES
3. AUTOMOTIVE PARTS
4. AIRCRAFTS
5. SHIPS DESIGN/ENGINEERING
6. MARINE VESSELS EQUIPMENT
7. MLS-LANDING SYSTEMS
8. CONSULTING SERVICES
9. LOCOMOTIVES & SPARE PARTS
10. RAIL CARS
11. SIGNALING EQUIPMENT
12. COMMUNICATION EQUIPMENT

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Fairs and Missions support
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada