

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BERNE

Market: SWITZERLAND

Sector : ADVANCED TECH. PROD. &amp; SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1372.00 \$M	1923.00 \$M	1600.00 \$M	1700.00 \$M
Canadian Exports	5.00 \$M	2.60 \$M	2.80 \$M	3.00 \$M
Canadian Share of Market	0.50 %	0.14 %	0.17 %	0.18 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 15-30 \$M

## Major Competing Countries

## Market Share

GERMANY WEST	33.00 %
SWEDEN	7.00 %
UNITED KINGDOM	6.40 %
UNITED STATES OF AMERICA	4.30 %

## Products/services for which there are good market prospects:

1. Switching equipment.
2. Radio communication.
3. TV receivers + parts.
4. Security and controlling communication equipment.

## Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory
- Good relation with established Swiss agents
- Having contacts with PTT