

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NAIROBI

Market: KENYA

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	40.00 \$M	56.00 \$M	60.00 \$M	70.00 \$M
Canadian Exports	0.02 \$M	0.01 \$M	0.01 \$M	8.00 \$M
Canadian Share of Market	0.05 %	0.01 %	0.01 %	11.40 %

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

Major Competing Countries

Market Share

UNITED KINGDOM	20.00 %
JAPAN	20.00 %
NETHERLANDS	12.00 %
GERMANY WEST	12.00 %
FRANCE	10.00 %
BELGIUM	8.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. RURAL TELECOMM EQUIPMENT
2. PABX EQUIPMENT
3. T V AND RADIO TRANSMITTERS
4. REMOTE SENSING

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Non-competitive financing
- Market prospects have not been adequately explored
- Performance of local agent or representative

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