

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

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	32.00 \$M	90.00 \$M	250.00 \$M	300.00 \$M
Canadian Exports	1.00 \$M	6.00 \$M	5.00 \$M	10.00 \$M
Canadian Share of Market	3.00 %	15.00 %	2.00 %	3.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 30-60 \$M

Major Competing Countries	Market Share
JAPAN	40.00 %
FRANCE	20.00 %
GERMANY WEST	15.00 %
UNITED STATES OF AMERICA	15.00 %
KOREA	5.00 %
OTHER COUNTRIES	5.00 %

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

Products/services for which there are good market prospects:

1. Cellular telephone
2. Other rural telephone system
3. Radio telephone equipment
4. Microwave telephone equipment

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored