

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ANKARA

Market: TURKEY

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	800.00 \$M	700.00 \$M	600.00 \$M	600.00 \$M
Canadian Exports	140.00 \$M	100.00 \$M	80.00 \$M	80.00 \$M
Canadian Share of Market	17.50 %	14.30 %	13.30 %	13.30 %

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

Major Competing Countries

Market Share

GERMANY WEST	25.00 %
JAPAN	15.00 %
BELGIUM	10.00 %
ITALY	5.00 %
UNITED STATES OF AMERICA	5.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Digital Telephone Exchanges
2. Rural Telecommunications Equipment
3. Satellite Earth Stations
4. Broadcasting Equipment
5. Airport Equipment
6. Remote Sensing
7. Spectrum Management
8. Vessel Traffic Management

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing