

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: YAOUNDE

Market: REPUBLIC OF CAMEROON

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	450.00 \$M	220.00 \$M	298.00 \$M	321.00 \$M
Canadian Exports	60.00 \$M	11.00 \$M	16.00 \$M	16.00 \$M
Canadian Share of Market	13.00 %	5.00 %	5.00 %	5.00 %

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

## Major Competing Countries

## Market Share

FRANCE	50.00 %
ITALY	10.00 %
ISRAEL	5.00 %
GERMANY WEST	18.00 %
BELGIUM	5.00 %

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

1. Adduction d'eau urbaine
2. Infrastructures Agric.
3. Etudes et controle de travaux add.eau/asst. tech.
4. Construction Cité Univ.
5. Réseau de distribution gas GPL

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Trade Fair activity
- Competitive Canadian financing

## Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited Canadian capabilities
- Performance of local agent or representative