

30/05/69

DEPARTMENT OF EXTERNAL AFFAIRS

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	5610.00 \$M	5600.00 \$M	6000.00 \$M	6000.00
Canadian Exports	162.00 \$M	165.00 \$M	200.00 \$M	200.00
Canadian Share of Market	4.40 %	2.90 %	3.30 %	3.30 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	90.00 %
UNITED KINGDOM	3.10 %
GERMANY WEST	1.60 %
FRANCE	0.90 %
ITALY	0.30 %
BELGIUM	0.30 %

Current status of Canadian  
exports in this sector/subsector: well established and growing

Products/services for which there are good market prospects:

1. MILSPEC COMPONENTS
2. SIMULATION AND TRAINING EQUIPMENT
3. AIR DEFENSE SYSTEMS
4. ELECTRONIC SUB-SYSTEMS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PENT support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Bilateral economic trade agreement