

Section D: Canadian Exports in the Sector

[This section would focus on Canadian exports, identifying key areas where Canadians could enter the market with a Canadian service or have an opportunity for significant expansion of market share. If there is no apparent Canadian presence in the country, identify if Canada has had success exporting to other countries in this sector, and whether, given the new market conditions in the country, it may be reasonable to expect increased import penetration by Canadians in this sector.]

Overall sector

- What is the market penetration of the Canadian export?
 - in absolute dollar value
 - by volume in units
- What is the market share of Canadian exports?
 - as a percentage of total imports in the country
 - as a percentage of total market for the sector
- What are the sector trends?

By sub-sector

[This section should identify those sub-sectors where Canadian companies have been successful in this country's market. There should be some discussion about why these companies have been successful. If there is no apparent Canadian presence in this country, identify if Canada has had success exporting to other countries in this sector, and whether, given the new market conditions in the country, it may be reasonable to expect increased import penetration by Canadians in this sector.]

- What is the market penetration of Canadian exports in this sub-sector?
 - in absolute dollar value
 - by volume in units
- What is the market share of Canadian exports?
 - as a percentage of total imports
 - as a percentage of total market for the sector
- What are the trends concerning imports in general and Canadian imports in particular?
- Are there key competitiveness issues?

[Note: In determining how well a company is doing in a market, market share or a company's sales may not be the best or only determinants. Increasingly, companies are concentrating on "core activities" and out-sourcing or limiting other activities. Its success can be measured in how well it dominates or leads a much smaller market segment and its overall profitability.]

- Are there case studies available for study?
 - identify three to four Canadian companies and provide a brief description about what has made them successful in this country's market.

By individual services

- What is the market penetration of Canadian exports?
 - in absolute dollar value
 - by volume in units (where possible)
- What is the market share?
 - as a percentage of total imports
 - as a percentage of total market for the sector
- What are the trends?