

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ABIDJAN

Market: IVORY COAST

Sector : ADVANCED TECH. PROD. &amp; SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE &amp; COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	12.00 \$M	13.00 \$M	15.00 \$M	15.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 1-3 \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	35.00 %
FRANCE	30.00 %
JAPAN	20.00 %
OTHER COUNTRIES	15.00 %

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

Products/services for which there are good market prospects:

1. Logiciels
2. Service de gestion/formation
3. Micro-ordinateurs

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory