

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BRASILIA

Market: BRAZIL

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	550.00 \$M	525.00 \$M	500.00 \$M	500.00 \$M
Canadian Exports	8.00 \$M	5.00 \$M	4.00 \$M	3.00 \$M
Canadian Share of Market	1.50 %	1.00 %	0.80 %	0.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries Market Share

FRANCE	25.00 %
GERMANY WEST	20.00 %
UNITED STATES OF AMERICA	25.00 %
UNION OF SOVIET SOC REP	10.00 %
JAPAN	15.00 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. LARGE HYDRO GENERATORS AND PARTS
2. NETWORK PROTECTORS
3. BOILER SYSTEMS
4. PDA EQUIPMENT
5. CIRCUIT BREAKER
6. INSTRUMENTATION
7. SPARE PARTS
8. THERMAL CONSULTING
9. SCADA SYSTEMS
10. HIGH VOLTAGE TRANSFORMERS
11. ENVIRONMENTAL CONSULTING

Factors contributing to current successful Canadian exports:

- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing