

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	25.00 \$M	50.00 \$M	100.00 \$M	400.00 \$M
Canadian Exports	0.50 \$M	1.00 \$M	1.00 \$M	10.00 \$M
Canadian Share of Market	2.00 %	2.00 %	1.00 %	2.50 %

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

Major Competing Countries	Market Share
JAPAN	30.00 %
FRANCE	25.00 %
UNITED STATES OF AMERICA	25.00 %
GERMANY WEST	10.00 %
OTHER COUNTRIES	10.00 %

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

Products/services for which there are good market prospects:

1. RADIO TELEPHONE
2. CELLULAR TELEPHONE
3. SWITCHING EQUIPMENT
4. MICROWAVE EQUIPMENT
5. EARTH STATION
6. TV CABLE TECHNOLOGY

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory