

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATHENS

Market: GREECE

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	3000.00 \$M	2500.00 \$M	2500.00 \$M	3000.00 \$M
Canadian Exports	15.00 \$M	0.00 \$M	0.00 \$M	60.00 \$M
Canadian Share of Market	0.50 %	0.00 %	0.00 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	35.00 %
GERMANY WEST	30.00 %
FRANCE	20.00 %
UNITED KINGDOM	15.00 %
ITALY	10.00 %

Products/services for which there are good market prospects:

1. Dash -8-300
2. CL-215
3. Radars
4. VDS-Sonar
5. CRV-7 Rocket

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory