

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights

Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 319 DAMASCUS

Market: 325 SYRIA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	15.00M	\$ 15.00M	\$ 5.00M	\$ 4.00M
Canadian Exports \$	300.00M	\$ 150.00M	\$ 250.00M	\$ 350.00M
Canadian Share of Import Market	3.00%	1.20%	5.00%	8.70%

Major Competing Countries

Market Share

- | | |
|-------------------------|-------|
| i) 605 ASIA OR FAR EAST | 025 % |
| ii) 608 WEST EUROPE | 040 % |

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

i) SWITCHING PRODUCTS	\$ 5.00 M
ii) PERIPHERALS AND OTHER HARDWARE	\$ 1.00 M
iii) TELEPHONE EQUIPMENT	\$ 1.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

PAUCITY OF FOREIGN EXCHANGE AND EXTERNAL FINANCING IN SECTOR DOMINATED BY GOVERNMENT PROCUREMENT HAS BEEN POSTPONEMENT OF MAJOR TELECOM PROJECTS. COMPUTER USE CONFINED TO WEALTHY FOR TIME-BEING , WITH FEW COMMERCIAL PROSPECTS, IMPROVED ECONOMIC CONDITIONS/