

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

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

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	9500.00M	\$ 9000.00M	\$ 8400.00M	\$ 8200.00M
Canadian Exports \$	116.00M	\$ 109.00M	\$ 102.00M	\$ 95.00M
Canadian Share of Import Market	1.20%	1.20%	1.20%	1.20%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 265 JAPAN	020 %
iii) 268 KOREA	005 %
iv) 434 TAIWAN	005 %
v) 467 SINGAPORE	005 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) COMPUTERS	\$ 80.00 M
ii) SOFTWARE	\$ 15.00 M

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

- 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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
COMPETITIVE PRICING IS KEY. PROXIMITY AND SIMILARITY OF PRODUCTS MAKE THIS AN EXCELLENT MARKET FOR CANADIAN EXPORTERS.