

RPTCL

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ALGIERS

Market: ALGERIA

Sector : TRANSPORT SYS,EQUIP,COMP,SEKV.

Sub-Sector: AEROSPACE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	250.00 \$M	280.00 \$M	250.00 \$M	200.00 \$M
Canadian Exports	5.00 \$M	10.00 \$M	10.00 \$M	10.00 \$M
Canadian Share of Market	2.00 %	3.60 %	4.00 %	5.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	30.00 %
FRANCE	30.00 %
EUROPEAN COMMON MARKET C	20.00 %

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

Products/services for which there are good market prospects:

1. AERONEFS
2. ENTRETIEN/MAINTENANCE
3. EQUIPMENTS DE CONTROLE D'AEROPORT DE SURVOL
4. SERVICES/FORMATION
5. VEHICULES D'ENTRETIEN ET MAINTENANCE
6. INFORMATIQUE
7. ELECTRONIQUE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- willingness of exporters to invest/joint venture in territory