

Export and Investment Promotion Planning System

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

Region: AFRICA

Mission: 301 ADDIS ABABA

Market: 274 ETHIOPIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	90.00M	\$ 10.00M	\$ 10.00M	\$ 8.00M
Canadian Exports \$	20.00M	\$ 5.00M	\$ 1.00M	\$ 0.00M
Canadian Share of Import Market	22.00%	50.00%	10.00%	0.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	023 %
ii) 128 GERMANY WEST	020 %
iii) 237 ITALY	020 %
iv) 112 FRANCE	015 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

i) ENGINEERING /ASSEMBLY	In Canadian \$
ii) AIRCRAFT SALES	\$ 10.00 M
iii) CONSULTING SERVICES	\$ 0.10 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 moderate

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:

U. S. A. W. GERMANY AND ITALY HAVE OFTEN VISITED INFLUENTIAL LOCAL/ PARTNER, WHO REMAIN CLOSE CONTACT WITH MINISTRY OF COMMUNICATION TO ENTICE THEM WITH CREDIT FACILITIES.