

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: YAOUNDE

Market: REPUBLIC OF CAMEROON

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	200.00 \$M	220.00 \$M	235.00 \$M	200.00 \$M
Canadian Exports	18.00 \$M	18.00 \$M	14.00 \$M	12.00 \$M
Canadian Share of Market	9.00 %	8.00 %	6.00 %	6.30 %

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

Major Competing Countries

Market Share

FRANCE	40.00 %
UNITED STATES OF AMERICA	22.00 %
GERMANY WEST	15.00 %
ITALY	10.00 %

Products/services for which there are good market prospects:

1. Infrastructures gazières et hydro-électriques
2. Services Conseils
3. Matériel électrique

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- CIDA programs
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Performance of local agent or representative
-