

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL & ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	750.00M	\$ 750.00M	\$ 650.00M	\$ 600.00M
Canadian Exports \$	30.00M	\$ 25.00M	\$ 22.00M	\$ 24.00M
Canadian Share of Import Market	4.00%	3.33%	3.38%	4.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	90 %
ii) 265 JAPAN	7 %
iii) 609 EUROPEAN COMMON MARKET C	2 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports
In Canadian \$
\$ 600.00 M

i) COMPONENTS

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 high

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 pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
SMALL BUSINESS SET-ASIDES AND SINGLE SOURCE PROCUREMENTS.