

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM
89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ADDIS ABABA

Market: ETHIOPIA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: AERUSPACE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	149.00 \$M	100.00 \$M	49.00 \$M	0.00 \$M
Canadian Exports	0.00 \$M	19.00 \$M	20.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	19.00 %	0.40 %	0.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	0.00 %
GERMANY WEST	0.00 %
ITALY	0.00 %

Current Status of Canadian
exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. AIRCRAFT SALES
2. PARTS SALES & SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Trade Fair activity
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- Limited appreciation/understanding of distribution system