

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BERNE

Market: SWITZERLAND

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	600.00 \$M	500.00 \$M	500.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	70.00 %
GERMANY WEST	15.00 %
AUSTRIA	5.00 %
FRANCE	5.00 %
SWEDEN	0.00 %

Current Status of Canadian

exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. Aircraft Maintenance parts
2. N B C material
3. F-18 Fighter & Equipment

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Limited Canadian capabilities
- local purchase req.
- Manufac. under license or JV in CH.