

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

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	5600.00 \$M	5600.00 \$M	5600.00 \$M	5600.00 \$M
Canadian Exports	165.00 \$M	165.00 \$M	200.00 \$M	220.00 \$M
Canadian Share of Market	2.90 %	2.90 %	3.60 %	3.90 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	88.00 %
UNITED KINGDOM	3.10 %
GERMANY WEST	1.60 %
JAPAN	1.00 %
SINGAPORE	1.00 %
FRANCE	0.90 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Electronic sub-systems
2. Simulation and training equipment
3. Air defense systems
4. Milspec components

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Bilateral economic trade agreement