

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAO PAULO

Market: BRAZIL

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	400.00 \$M	300.00 \$M	350.00 \$M	450.00 \$M
Canadian Exports	30.00 \$M	30.00 \$M	40.00 \$M	100.00 \$M
Canadian Share of Market	8.00 %	10.00 %	11.00 %	22.00 %

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

Major Competing Countries Market Share

UNITED KINGDOM	25.00 %
UNITED STATES OF AMERICA	25.00 %
FRANCE	15.00 %
GERMANY WEST	15.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. AIRCRAFT ENGINES
2. GRUMMAN AIRCRAFT CONVERSION KITS
3. NAVAL ENGINEERING
4. SATELLITE COMMUNICATIONS
5. VESSEL CONTROL & COMMUNICATION SYSTEMS
6. ENGINE PARTS FOR ARMoured TANKS
7. MARINE VESSEL ENGINES/PARTS
8. AIR SEARCH RADAR
9. AVIONICS SYSTEMS
10. LANDING SYSTEMS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory
- LONG TERM MARKET
- COMMITMENT