

RPTCL

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ELECTRICAL &amp; ELECTRONIC

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	5100.00 \$M	7600.00 \$M	9130.00 \$M	10004.00 \$M
Canadian Exports	66.30 \$M	98.90 \$M	140.00 \$M	180.00 \$M
Canadian Share of Market	1.30 %	1.30 %	1.50 %	1.70 %

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

## Major Competing Countries

## Market Share

UNITED STATES OF AMERICA	93.20 %
UNITED KINGDOM	2.50 %
GERMANY WEST	1.10 %
FRANCE	1.00 %
ITALY	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. RADIOS
2. PRINTED CIRCUIT BOARDS
3. INTEGRATED CIRCUITS
4. POWER SUPPLIES
5. CABLES & HARNESSSES

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Canada is one of few sources of supply
- Competitive Canadian financing
- willingness of exporters to invest/joint venture in territory

## Factors for Canadian exports not reaching market potential:

- Limited Canadian capabilities
- BUY AMER. & OTHER LE
- -GISLATIVE PROVISION