

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: URBAN TRANSIT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	3000.00 \$M	3500.00 \$M	3500.00 \$M	4000.00 \$M
Canadian Exports	0.00 \$M	50.00 \$M	20.00 \$M	30.00 \$M
Canadian Share of Market	0.00 %	1.43 %	0.57 %	0.75 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	50.00 %
JAPAN	20.00 %
GERMANY WEST	10.00 %
FRANCE	5.00 %

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

Products/services for which there are good market prospects:

1. ROLLING STOCK-PASSENGER
2. SIGNAL EQUIPMENT
3. CONSULTING SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- MAJOR SALES DEPEND ON SPURADIC
- OCCURANCE OF LARGE PROJECTS.