

RPTCL

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: DAMASCUS

Market: SYRIA

Sector : ADVANCED TECH. PROD. &amp; SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	5.00 \$M	10.00 \$M	10.00 \$M	15.00 \$M
Canadian Exports	0.25 \$M	0.15 \$M	0.10 \$M	0.35 \$M
Canadian Share of Market	0.50 %	1.50 %	1.00 %	2.00 %

## Major Competing Countries

## Market Share

ASIA OR FAR EAST	45.00 %
WEST EUROPE	35.00 %
UNITED STATES OF AMERICA	10.00 %

## Current Status of Canadian

exports in this sector/subsector: Small but expanding

## Products/services for which there are good market prospects:

1. SWITCHING PRODUCTS
2. HARDWARE ACCESSORIES-MODEMS I.A.
3. TELEPHONE EQUIPMENT

## Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- Fairs and Missions support
- Competitive pricing
- Strong sectoral capability in Canada

## Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Non-competitive financing
- LOCAL ECONOMIC DIFFICULTIES HAVE
- STYMIED MARKETING EFFORTS