

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : ADVANCED TECH. PROD. &amp; SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	6465.00 \$M	7500.00 \$M	8700.00 \$M	10179.00 \$M
Canadian Exports	49.00 \$M	74.00 \$M	84.00 \$M	98.00 \$M
Canadian Share of Market	0.00 %	1.00 %	1.00 %	1.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	85.00 %
JAPAN	3.00 %
GERMANY WEST	3.00 %
UNITED KINGDOM	2.00 %
OTHER COUNTRIES	6.00 %

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

Products/services for which there are good market prospects:

1. NOTE!!! THIS IS FOR SOFTWARE ONLY (NOT HARDWARE)!!
2. Expert systems
3. Development tools
4. Communications
5. Medical Software

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
- Provincial export promotion
- Bilateral economic trade agreement
- Willingness of exporters to invest/joint venture in territory