

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WASHINGTON

Market: UNITED STATES OF AMERICA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE & COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	6485.00 \$M	7259.00 \$M	7985.00 \$M	8384.00 \$M
Canadian Exports	120.00 \$M	132.00 \$M	145.00 \$M	152.00 \$M
Canadian Share of Market	1.90 %	1.80 %	1.80 %	1.80 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	63.60 %
JAPAN	9.20 %
SINGAPORE	3.20 %
TAIWAN	2.50 %
CANADA	1.50 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. SOFTWARE
2. HARDWARE
3. COMPONENTS

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory