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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WELLINGTON

Market: NEW ZEALAND

Sector : MULTIPLE SECTORS

Sub-Sector: ALL SUB-SECTORS

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

Major Competing Countries

Market Share

|                          |        |
|--------------------------|--------|
| AUSTRALIA                | 0.00 % |
| UNITED STATES OF AMERICA | 0.00 % |
| UNITED KINGDOM           | 0.00 % |
| HONG KONG                | 0.00 % |

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

Products/services for which there are good market prospects:

1. Touring/Cities
2. Outdoors-Sking
3. Outdoors-Adventure

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored

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