

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 083 MARINE INDUSTRIES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	85.00M	\$ 75.00M	\$ 70.00M	\$ 65.00M
Canadian Exports \$	17.00M	\$ 14.00M	\$ 12.00M	\$ 10.00M
Canadian Share of Import Market	20.00%	18.67%	17.14%	15.38%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	70 %
ii) 620 EUROPE	10 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports In Canadian \$	
i) POWERBOATS	\$ 5.00 M
ii) SAILBOATS	\$ 5.00 M
iii) ACCESSORIES	\$ 4.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
CDN EXPORTERS HAVE BEEN SUCCESSFUL IN THE MKT IN THE PAST. TO BE SUCCESSFUL AN EXPORTER MUST HAVE A GOOD QUALITY PROD., GOOD AGENT AND A MKTG. STRATEGY WHICH INVOLVES PARTICIPATION IN TRADE SHOWS SUCH AS THE INT'L. MARINE TRADE EXPOSITION (IMTEC).