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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: BOGOTA

Market: COLOMBIA

Sector : MINE,METAL,MINERAL PROD & SRV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	150.00 \$M	170.00 \$M	150.00 \$M	200.00 \$M
Canadian Exports	15.00 \$M	18.00 \$M	18.00 \$M	20.00 \$M
Canadian Share of Market	10.00 %	10.60 %	12.00 %	10.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	40.00 %
GERMANY WEST	20.00 %
JAPAN	20.00 %

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

Products/services for which there are good market prospects:

1. DUMPING TRUCKS
2. OPEN PIT EQUIPMENT
3. UNDERGROUND EQUIPMENT
4. GEOPHYSICAL SURVEY
5. CONSULTING SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing