Export and Investment Promotion Planning System

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

Region: WESTERN EUROPE

Mission: 437 LONDON

Market: 051 UNITED KINGDOM

Sector: 010 MINE, METAL, MINERAL PROD & SRV

Subsector: 102 MINERALS AND MINERAL PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) $	9700.00M	$ 9500.00M	$ 9400.00M	$ 9200.00M
Canadian Exports $	950.00M	$ 900.00M	$ 820.00M	$ 620.00M
Canadian Share of Import Market	9.80%	9.50%	8.70%	6.70%

Major Competing Countries	Market Share
i) 609 EUROPEAN COMMON MARKET C	030 %
ii) 512 SWITZERLAND	025 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 $M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian $
i) COAL	$ 1100.00 M
ii) IRON ORES	$ 580.00 M
iii) CONCENTRATES, PRECIOUS METALS	$ 500.00 M
iv) NICKEL ORES AND CONCENTRATES	$ 180.00 M
v) ZINC ORES	$ 60.00 M

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

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

- non competitive pricing
- other factor(s) described by the Trade Office as follows:
  CURRENCY FLUCTUATIONS AND UNITED KINGDOM'S DECLINING MANUFACTURING BASE HAVE SERVED TO INHIBIT SALES POTENTIAL TO THIS MARKET.