

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WELLINGTON

Market: NEW ZEALAND

Sector : FOREST PRODUCTS, EQUIP, SERVICES

Sub-Sector: FORESTRY MGMT SERVICES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	284.00 \$M	304.00 \$M	338.00 \$M	345.00 \$M
Canadian Exports	13.80 \$M	16.00 \$M	18.40 \$M	22.00 \$M
Canadian Share of Market	4.90 %	5.30 %	5.40 %	6.40 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	22.00 %
GERMANY WEST	19.00 %
AUSTRALIA	9.00 %
UNITED KINGDOM	9.00 %
SCANDINAVIA	6.00 %
JAPAN	6.00 %

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

Products/services for which there are good market prospects:

1. Forest Harvesting Equipment
2. Pulp and Paper Equipment
3. Sawmilling Equipment
4. Transport Equipment
5. Sawn Cedar
6. Consulting Services
7. Cedar Shingles and Shakes
8. Sawn Hemlock/Spruce
9. Sawn Hardwoods