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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: BELGRADE

Market: BULGARIA

Sector : INDUSTRIAL MACHIN, PLANTS, SERV.

Sub-Sector: MANUFACT & MATERIAL PLANT, EQP.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	20.00 \$M	20.00 \$M	12.00 \$M	15.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.50 \$M	1.30 \$M
Canadian Share of Market	0.00 %	0.00 %	4.00 %	8.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 1-3 \$M

Major Competing Countries

Market Share

JAPAN	40.00 %
GERMANY WEST	30.00 %
ENGLAND	20.00 %
ITALY	10.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. metal shredders
2. mobile shredders
3. rubber tire shredders
4. hazardous waste disposal
5. recovery of precious metals from electronics

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Competitive pricing

Factors for Canadian exports not reaching market potential:

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

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