

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: EASTERN EUROPE

Mission: 474 BELGRADE

Market: 599 YUGOSLAVIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	180.00M	\$ 188.00M	\$ 167.00M	\$ 201.00M
Canadian Exports \$	5.00M	\$ 3.50M	\$ 3.90M	\$ 1.00M
Canadian Share of Import Market	2.00%	1.00%	2.00%	0.50%

Major Competing Countries

Market Share

i) 026 AUSTRIA	041 %
ii) 553 UNION OF SOVIET SOC REP	028 %
iii) 507 SWEDEN	008 %
iv) 099 POLAND	004 %
v) 032 HUNGARY	003 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Mature with little growth

Products/services for which there are
good market prospects

Current Total Imports

i) WOODPULP	In Canadian \$
ii) PULPWOOD	\$ 0.00 M
	\$ 0.00 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:

- other factor(s) described by the Trade Office as follows:

THE THREE MAIN REASONS FOR THE SMALL CANADIAN SHARE OF THE MARKET
ARE: A) LACK OF HARD CURRENCY, WHICH YUGOSLAVIA OVERCOMES BY IMPOR-
TING FROM EAST EUROPEAN COUNTRIES ON A CLEARING ACCOUNT BASIS, B)
HIGH COSTS OF TRANSP. & C) REQUIREMENTS FOR COUNTERTRADE.