

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	11500.00 \$M	11520.00 \$M	11600.00 \$M	12120.00 \$M
Canadian Exports	837.00 \$M	891.00 \$M	904.00 \$M	1028.00 \$M
Canadian Share of Market	7.30 %	7.70 %	7.80 %	8.50 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	75.00 %
TAIWAN	0.00 %
JAPAN	0.00 %
SINGAPORE	0.00 %
BRAZIL	0.00 %

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

Products/services for which there are good market prospects:

1. CONSTRUCTION MACHINERY AND EQUIPMENT
2. CONVERTED WOOD PRODUCTS
3. SOFT WOOD LUMBER
4. CONSTRUCTION-NON-METAL
5. PRODUCTS AND EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing