

MEDICA - World Forum for Doctors' Surgeries and Hospitals - International Trade Fair with Congress, held annually, Düsseldorf, November 21-24, 2001:
<http://www.messe-duesseldorf.de>
E-mail: info@messe-duesseldorf.de

...and some useful Web sites.

Health Data Bank
<http://medizintechnik.seibt.com/>
This site contains a database of manufacturers and suppliers of medical technology

Pharmaceuticals
Federal Association of the Pharmaceutical Industry: <http://www.bpi.de/>
Association of Researching Pharmaceutical Manufacturers: <http://www.vfa.de/>

Health Journals
Daily Web newsletter covering all aspects of life sciences: <http://www.lifescience.de>

German Federal Government Ministries
Federal Health Ministry:
<http://www.bmggesundheit.de/>

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INDUSTRIAL MACHINERY

Market Overview

Growing demand and improved economic conditions are expected to create a record year in Germany's industrial machinery sector in 2001. Car manufacturers, subcontractors and the machine-building industry itself are making heavy investments in the modernization of their plants. The machinery and plant engineering companies in Germany have started to restructure, following the example set by the automobile and telecommunications sector. Recently, German companies have been more inclined to deviate from their "Buy Germany" policy in purchasing equipment, if the seller can establish a reliable sales and service track record. All these factors are contributing to increased demand for machinery manufacturers.

The Canadian machinery sector's major exports to Germany are pumps, compressors and office machines with niche-market products being the mainstays. Canadian companies have demonstrated their ability to export everything from moulds for German plastics' manufacturers to parts for printing equipment. German manufacturers are actively seeking Canadian companies, especially those with sales networks across North America, to produce heavy machinery compo-

nents (e.g. gears and gearboxes) that can no longer be competitively produced and shipped from Germany. The German machinery market has evolved and offers opportunities for strategic alliances and joint ventures with Germany as well as third-country firms.

Recently, Canadian industry focussing on Advanced Manufacturing Technologies (AMT), has endeavoured to penetrate the German market. Manufacturers from a broad spectrum of industry sectors use industrial automation products and services to gain a competitive advantage. For instance, the plastics, automotive and aerospace sectors, including their supply-chain partners, are aggressive in their use and application of AMT. These include capital equipment as well as business practices.

Major machinery players, such as Klöckner Industrie-Anlagen and Heidelberg GmbH, are important buyers of Canadian machinery, parts and technology. Others interested in partnering include Mannesmann and Hochtief, which are both active in Eastern Europe. German trade shows offer ideal opportunities for learning more about particular companies and launching new products.

