

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

Sector : FOREST PRODUCTS, EQUIP, SERVICES

Sub-Sector: CONSULTING & OTHER SERVICES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	25.00 \$M	35.00 \$M	60.00 \$M	80.00 \$M
Canadian Exports	2.00 \$M	5.00 \$M	8.00 \$M	12.00 \$M
Canadian Share of Market	8.00 %	14.00 %	13.00 %	15.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 30-60 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	40.00 %
SWEDEN	15.00 %
CANADA	15.00 %
GERMANY WEST	10.00 %
CHILE	10.00 %
EUROPEAN COMMON MARKET C	10.00 %

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

Products/services for which there are good market prospects:

1. Logging equipment
2. Skidders
3. Sawmill equipment
4. Off road vehicles
5. Portable sawmills
6. Fire fighting equipment
7. Spare parts

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored
- Lack of understanding of growth of
- the ind. in Chile & of value of Cda