# Table 6 - German Imports

**1995 Market Shares of Canada and USA**

| | Total imports (million DM) | % Gmn imp fm Cda | % Gmn imp fm USA |
|---|---|---|---|
| **Ag, Fish, food prds** | 65,417 | 0.63 | 4.02 |
| **of which** | | | |
| **Fish & prds** | 3,336 | 1.14 | 1.26 |
| **Tobacco raw** | 1,073 | 0.33 | 35.51 |
| **Raw and Semi-processed** | 92,048 | 2.80 | 3.38 |
| **of which** | | | |
| **Pulp** | 4,624 | 22.69 | 13.95 |
| **Basic prds** | 84,565 | 0.35 | 4.93 |
| **of which** | | | |
| **Paper & Board** | 9,788 | 0.72 | 2.91 |
| **End Products** | 370,415 | 0.54 | 9.11 |
| **of which** | | | |
| **Aircraft** | 13,907 | 3.29 | 32.08 |
| **Tools, Ag Implmts** | 1,427 | 1.74 | 6.87 |
| **End prds misc** | 3,541 | 1.64 | 13.61 |
| **Office mach (pts for DP eq)** | 28,471 | 1.33 | 23.31 |
| **Pharmaceuticals** | 11,951 | 1.06 | 11.06 |
| **Papermkg &printing mach** | 1,657 | 1.05 | 12.07 |
| **Pumps, compressed air eqpt** | 6,416 | 0.85 | 9.80 |
| **Mach. misc** | 16,563 | 0.63 | 9.90 |
| **Books pix etc** | 2,037 | 0.54 | 13.25 |
| **Vehicles & pts** | 66,558 | 0.38 | 3.07 |
| **Agricultural mach** | 1,981 | 0.37 | 16.41 |
| **ElectroTech prds*** | 73,807 | 0.34 | 12.20 |
| **Wood prds** | 9,639 | 0.33 | 1.79 |
| **Fine mechanical & optical** | 12,580 | 0.32 | 16.53 |
| **Chem prod misc** | 5,034 | 0.31 | 8.68 |
| **Machine tools** | 3,664 | 0.28 | 9.88 |
| **Motors pts not veh/aircrft** | 2,073 | 0.27 | 23.93 |
| **Photo film, paper unexp.etc** | 2,473 | 0.26 | 12.66 |
| **Rubber prds** | 6,139 | 0.25 | 4.28 |
| **Iron/steel prds misc** | 15,133 | 0.17 | 2.17 |
| **Plastic products** | 9,751 | 0.15 | 5.20 |
| **Subtot. named end prds** | 294,802 | 0.65 | 10.88 |
| **Named end products as % of total end products** | **79.6** | **94.60** | **95.10** |
| **TOTAL** | **634,271** | **0.85** | **7.08** |

## A difficult market: Reality Check

Germany and Canada share a lot: democracies in the Western world, G7 membership, wealth, excellent education and social services. Moreover, the German community in Canada is the fourth most important ethnic group. Paradoxically, when considered in total, our trade relations seem minute. Canadian exports to Germany represent barely 1% of German imports and German shipments to Canada represent 1.5% of our imports. However, when considered by selected sectors, as in Tables 5 and 6, the actual and portential significance of our trade relationship becomes apparent. For example, Canada supplies 85% of German frozen lobster imports, more than half of the industrial-use oilseed, about a quarter of the wood-pulp and five per cent of German purchases of molds for plastic processing. German customers take almost 40% of Canadian blueberry exports, 10% of the pulp and five percent of Canadian automotive wheel exports. In significant sectors the two countries are major trading partners to each other.

Furthermore, business relations between Canada and Germany are not entirely captured by statistics. The fields of cooperation and alliances escape any attempt to quantify them. Anecdotal evidence confirms that major corporations enter alliances to secure their international competitivness, to accelerate market entry, to reduce the risks associated with emerging markets or to lighten the financial burden of R&D.

Germany has an undeserved reputation: mature market, slow growth and scarce opportunities. Still in 1995, the real GDP growth was 1.9%. Imports grew over 2.7% in DM and 16% in $US. The information technology sector, processed food, environmental and even machinery offer a wide range of opportunities. In the New Federal States (NFS), the construction industry has been growing by 20% per year. Canadian farm implements are also making inroads into Eastern Germany where farms are larger than anywhere else in Western Europe. In these sectors, success by Canadian companies confirms the potential.

The German market is expensive and time-consuming to enter. Technical standards are high and testing extremely rigorous. But the requirements apply to every company, domestic or foreign. Once they are overcome, however, these same technical barriers give the established supplier and advantage over new competitors, foreign or domestic.

Germany is courted by many companies and countries. Only the most persistent and best prepared will succeed. The reward however will be loyal customers ready to work closely with their suppliers through good and bad times.