

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

Subsector: 161 MANUFACT &amp; MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	312.00M	\$ 220.00M	\$ 205.00M	\$ 121.00M
Canadian Exports \$	53.10M	\$ 46.50M	\$ 46.80M	\$ 18.20M
Canadian Share of Import Market	17.00%	21.14%	22.83%	15.04%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 265 JAPAN	000 %
iii) 128 GERMANY WEST	000 %
iv) 112 FRANCE	000 %
v) 051 UNITED KINGDOM	000 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) LIFT TRUCKS, GAS	\$ 31.80 M
ii) LIFT TRUCKS, ELECTRIC	\$ 24.50 M
iii) LIFT TRUCKS, OPERATOR WALKING	\$ 16.30 M
iv) LIFT TRUCKS, OTHER	\$ 10.20 M
v) CONVEYOR SYSTEMS	\$ 8.30 M
vi) PALLETS	\$ 4.00 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:

- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

THE COMPETITION IS AND WILL CONTINUE TO BE THE UNITED STATES HOLD ON THIS MARKET. GREATER MARKETING EFFORTS SHOULD BE DIRECTED TOWARD U.S. REPRESENTATIVES.