

## Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 15300.00M	\$14500.00M	\$13200.00M	\$ 0.00M
Canadian Exports	\$ 370.00M	\$ 335.00M	\$ 305.00M	\$ 275.00M
Canadian Share of Import Market	2.40%	2.30%	2.20%	2.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 609 EUROPEAN COMMON MARKET C	015 %
iii) 434 TAIWAN	010 %
iv) 268 KOREA	005 %
v) 616 OTHER COUNTRIES	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects:	Current Total Imports In Canadian \$
i) MATERIAL HANDLING	\$ 0.00 M
ii) TOOLS	\$ 0.00 M
iii) HARDWARE	\$ 0.00 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:

- a lack of interest in the market on the part of Canadian exporters
- 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:  
"BUY AMERICAN" SENTIMENT IN SOME SECTORS.