

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAO PAULO

Market: BRAZIL

Sector : FOREST PRODUCTS, EQUIP, SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	175.00 \$M	250.00 \$M	250.00 \$M	300.00 \$M
Canadian Exports	58.00 \$M	55.00 \$M	65.00 \$M	75.00 \$M
Canadian Share of Market	33.00 %	22.00 %	26.00 %	25.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries

Market Share

FINLAND	16.00 %
CHILE	15.00 %
UNITED STATES OF AMERICA	11.00 %
NORWAY	10.00 %
SWEDEN	6.00 %
BRAZIL	2.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. NEWSPRINT
2. PULP
3. PROCESS CONTROL EQUIPMENT
4. ENGINEERING SERVICES
5. PULP AND PAPER MAKING EQUIPMENT
6. FOREST MANAGEMENT, TECHNICAL COOPERATION