

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

265

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: EQUIPMENT & MACHINERY

| Market Data | 2 Years Ago | 1 Year Ago | Current Year (Estimated) | Next Year (Projected) |
|-----------------------------|-------------|------------|-----------------------------|--------------------------|
| Market Size | 225.00 \$M | 300.00 \$M | 450.00 \$M | 500.00 \$M |
| Canadian Exports | 0.00 \$M | 0.00 \$M | 0.50 \$M | 10.00 \$M |
| Canadian Share of Market | 0.00 % | 0.00 % | 0.10 % | 2.00 % |

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

| Major Competing Countries | Market Share |
|---------------------------|--------------|
| CHILE | 60.00 % |
| EUROPEAN COMMON MARKET C | 20.00 % |

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. CONSTRUCTION SYSTEMS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Fairs and Missions support
- Competitive pricing
- willingness of exporters to invest/joint venture in territory