

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

18

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : FOREST PRODUCTS, EQUIP, SERVICES

Sub-Sector: EQUIPMENT AND MACHINERY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	392.00 \$M	412.00 \$M	432.00 \$M	454.00 \$M
Canadian Exports	42.00 \$M	44.00 \$M	49.00 \$M	51.00 \$M
Canadian Share of Market	10.70 %	10.70 %	11.40 %	11.30 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	50.00 %
WEST EUROPE	7.00 %
JAPAN	2.00 %
BRAZIL	1.00 %

Current Status of Canadian

exports in this sector/subsector: well established and growing

Products/services for which there are good market prospects:

1. LOGGING EQUIPMENT
2. SAWMILL EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEAD support
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system