

Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 633 SANTIAGO

Market: 068 CHILE

Sector: 015 CONSTRUCTION INDUSTRY

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) \$	75.00M	\$ 60.00M	\$ 30.00M	\$ 25.00M
Canadian Exports \$	2.00M	\$ 0.50M	\$ 0.50M	\$ 0.00M
Canadian Share of Import Market	2.50%	1.00%	1.70%	0.00%

Major Competing Countries

Market Share

i) 068 CHILE

80 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are
good market prospects

Current Total Imports

- i) CONSTRUCTION EQUIPMENT
- ii) CONSULTING SERVICES
- iii) LICENSES

In Canadian \$
\$ 0.00 M
\$ 0.00 M
\$ 0.00 M

The Trade Office reports that the following factors influence Canadian
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate

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
- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters