

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

226

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: LIMA

Market: PERU

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: MARINE HARV, PROC MACH & EQUIP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	16.00 \$M	14.00 \$M	12.00 \$M	20.00 \$M
Canadian Exports	0.08 \$M	0.05 \$M	0.06 \$M	0.25 \$M
Canadian Share of Market	0.50 %	0.36 %	0.50 %	1.20 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	40.00 %
PERU	30.00 %
NETHERLANDS	15.00 %
ENGLAND	5.00 %
NORWAY	5.00 %
BRAZIL	5.00 %

Current Status of Canadian  
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. NEW & USED 150 MT FISHING BOATS
2. FISHING NETS
3. FISHMEAL PLANTS & EQPT
4. WINCHES FOR TRAWLING/HOISTING
5. MARINE DIESEL ENGINE/PARTS
6. MOTOR COMPRESSORS/PARTS
7. REFRIGERATION PLANTS
8. ROTARY PUMPS/PARTS
9. CABLES/ROPE/CORDAGE
10. ELECTRONIC EQPT (RADARS/SONARS)
11. COMMUNICATIONS EQPT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing