

Export and Investment Promotion Planning System

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

Region: WESTERN EUROPE

Mission: 437 LONDON

Market: 051 UNITED KINGDOM

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2500.00M	\$ 2300.00M	\$ 2100.00M	\$ 2400.00M
Canadian Exports \$	450.00M	\$ 400.00M	\$ 351.60M	\$ 462.10M
Canadian Share of Import Market	18.00%	17.30%	16.70%	19.20%

Major Competing Countries

Market Share

i) 507 SWEDEN	025 %
ii) 504 FINLAND	015 %
iii) 577 UNITED STATES OF AMERICA	011 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

i) SOFTWOOD PULP	In Canadian \$
ii) SACK KRAFT PAPER	\$ 200.00 M
iii) NEWSPRINT	\$ 12.00 M
	\$ 125.00 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

CURRENCY FLUCTUATION HAS A SIGNIFICANT IMPACT ON COMPETITIVENESS OF CANADIAN PULP AND NEWSPRINT. EEC QUOTA NEWSPRINT COULD BECOME RESTRICTIVE.