

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: INSTRUMENTA & PROCESS CONTROLS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	40.00 \$M	40.00 \$M	80.00 \$M
Canadian Exports	0.00 \$M	0.50 \$M	1.00 \$M	8.00 \$M
Canadian Share of Market	0.00 %	1.25 %	2.50 %	10.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	40.00 %
JAPAN	30.00 %
GERMANY WEST	10.00 %
OTHER COUNTRIES	20.00 %

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

Products/services for which there are good market prospects:

1. CONTROL PANEL INSTRUMENTATION (SERVICES)
2. PROCESS CONTROL FOR PULP & PAPER
3. COMPUTER AIDED MANUFACTURING EQPT.

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Fairs and Missions support
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored