

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MUNICH

Market: GERMANY WEST

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: AUTOMOTIVE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	4328.00 \$M	4760.00 \$M	5120.00 \$M	5510.00 \$M
Canadian Exports	36.20 \$M	128.00 \$M	160.00 \$M	190.00 \$M
Canadian Share of Market	0.84 %	2.69 %	3.13 %	3.45 %

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

Major Competing Countries Market Share

FRANCE	28.00 %
ITALY	13.00 %
UNITED KINGDOM	13.00 %
UNITED STATES OF AMERICA	8.00 %
AUSTRIA	7.00 %
BENELUX COUNTRIES	6.50 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. CATALYTIC CONVERTERS
2. ELECTRIC MOTORS
3. ALUMINUM WHEELS
4. CLUTCHES
5. SEAT BELTS
6. GLASS (WINDSHIELDS)
7. ELECTRONIC IN GENERAL
8. COMPLETE RUBBER SEALING SYSTEMS
9. NEW PRODUCT WITH TECHNOLOGICAL ADVANTAGE FOR O.E.M