

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BAGHDAD

Market: IRAQ

Sector : FOREST PRODUCTS, EQUIP. SERVICES

Sub-Sector: PULP AND PAPER PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	35.00 \$M	35.00 \$M	40.00 \$M	50.00 \$M
Canadian Exports	4.70 \$M	42.00 \$M	10.00 \$M	20.00 \$M
Canadian Share of Market	13.40 %	0.01 %	25.00 %	40.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries	Market Share
FINLAND	40.00 %
UNION OF SOVIET SOC REP	15.00 %
UNITED KINGDOM	10.00 %
JAPAN	10.00 %

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

Products/services for which there are good market prospects:

1. NEWSPRINT
2. PULP

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive financing
- LACK OF CREDIT AND SHORT SUPPLY IN CANADA