

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

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	10.20 \$M	14.00 \$M	30.00 \$M	150.00 \$M
Canadian Exports	2.00 \$M	2.50 \$M	8.00 \$M	45.00 \$M
Canadian Share of Market	20.00 %	18.00 %	26.00 %	30.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	30.00 %
CANADA	30.00 %
GERMANY WEST	15.00 %
FINLAND	10.00 %
BRAZIL	10.00 %
EUROPEAN COMMON MARKET C	5.00 %

Products/services for which there are good market prospects:

1. Instrumentation Panels
2. Boilers
3. Ducting Joint
4. Insulation System
5. All other related equipment

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- CIDA programs
- Canada is one of few sources of supply

Factors for Canadian exports not reaching market potential:

- _____
- _____