

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

426

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BONN

Market: GERMANY WEST

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: CULTURE INDUSTRIES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	350.00 \$M	376.00 \$M	390.00 \$M	400.00 \$M
Canadian Exports	0.46 \$M	0.43 \$M	0.50 \$M	0.55 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 1-3 \$M

Major Competing Countries

Market Share

UNITED KINGDOM	14.00 %
UNITED STATES OF AMERICA	13.00 %
ITALY	8.00 %
FRANCE	4.00 %
NETHERLANDS	5.00 %
BELGIUM	2.00 %

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

Products/services for which there are good market prospects:

1. CHILDRENS BOOKS
2. BOOKS ABOUT CANADA
3. CANADIAN FICTION
4. COOK BOOKS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Canada is one of few sources of supply

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored
- Performance of local agent or representative