

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAO PAULO

Market: BRAZIL

Sector : INDUSTRIAL MACHIN, PLANTS, SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	900.00 \$M	628.00 \$M	600.00 \$M	800.00 \$M
Canadian Exports	3.70 \$M	3.50 \$M	3.00 \$M	4.00 \$M
Canadian Share of Market	0.40 %	0.50 %	0.50 %	0.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 30-60 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	30.00 %
GERMANY WEST	15.00 %
ITALY	15.00 %
JAPAN	10.00 %
UNITED KINGDOM	10.00 %
FRANCE	10.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. HIGH PRECISION MACHINERY AND TOOLS
2. HANDLING MACHINERY
3. PACKAGING MACHINERY
4. CAPSULE MAKING MACHINERY
5. ANAEROBIC WATER TREATMENT SYSTEM

Factors contributing to current successful Canadian exports:

- Competitive pricing
- Competitive Canadian financing
- BRAZILLIAM GOV. ENCOURAGE
- T.T. MAKING THE IMPORTATI
- HARDER