

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

Sector : INDUSTRIAL MACHIN, PLANTS, SERV.

Sub-Sector: MANUFACT & MATERIAL PLANT, EQP.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	181.00 \$M	230.00 \$M	250.00 \$M	270.00 \$M
Canadian Exports	3.60 \$M	2.80 \$M	2.80 \$M	4.50 \$M
Canadian Share of Market	2.00 %	1.00 %	1.00 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries Market Share

EUROPEAN COMMON MARKET C	33.00 %
BRAZIL	20.00 %
ARGENTINA	18.00 %
PEOPLE'S REP OF CHINA	16.00 %
UNITED STATES OF AMERICA	11.00 %

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

Products/services for which there are good market prospects:

1. Food processing machinery
2. Fish processing machinery
3. Textile machinery

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Market prospects have not been adequately explored
- Big potential mkt Chile for ind'l
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