

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WASHINGTON

Market: UNITED STATES OF AMERICA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: AGRICULTURE MACH, EQUIP, TOOLS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	892.00 \$M	918.00 \$M	945.00 \$M	992.00 \$M
Canadian Exports	60.00 \$M	61.00 \$M	63.00 \$M	66.00 \$M
Canadian Share of Market	4.60 %	6.70 %	6.60 %	6.60 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	75.90 %
CANADA	6.60 %
JAPAN	5.70 %
ENGLAND	3.50 %
GERMANY WEST	3.30 %
ITALY	1.70 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. TRACTORS
2. ROCK PICKERS
3. SOIL PREP EQUIP
4. BAILERS
5. FENCING

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory