

RPTC3

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 CONSULTING SERVICES SUB-SECTOR HIGHLIGHTS

Mission: PRAGUE

Market: CZECHOSLOVAKIA

Sector : FOREST PRODUCTS, EQUIP, SERVICES

Sub-Sector: CONSULTING & OTHER SERVICES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	18.00 \$M	22.00 \$M	27.00 \$M	33.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$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: 0-1 \$M

Major Competing Countries

Market Share

CZECHOSLOVAKIA	33.00 %
AUSTRIA	20.00 %
GERMANY WEST	20.00 %
POLAND	10.00 %
SWEDEN	10.00 %
FINLAND	7.00 %

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

Products/services for which there are good market prospects:

1. Pre-fab. houses: design, mfrg, techn, know-how
2. Recovery boiler technology
3. Pulp mill evaporator and know-how technology
4. Technol. and know-how for oxygen bleaching of pulp

Factors contributing to current successful Canadian exports:

- Import restrictions are not a impediment in this sector

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system