

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

Sector : FOREST PRODUCTS,EQUIP,SERVICES

Sub-Sector: EQUIPMENT AND MACHINERY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	20.00 \$M	25.00 \$M	35.00 \$M	50.00 \$M
Canadian Exports	3.00 \$M	2.00 \$M	5.00 \$M	8.00 \$M
Canadian Share of Market	15.00 %	8.00 %	14.30 %	16.00 %

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 %
JAPAN	20.00 %
GERMANY WEST	25.00 %
OTHER COUNTRIES	25.00 %

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

Products/services for which there are good market prospects:

1. LOGGING EQUIPMENT
2. SAWMILLING EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- CIDA programs
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored