

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	6800.00M	\$ 6850.00M	\$ 6800.00M	\$ 6700.00M
Canadian Exports \$	1505.00M	\$ 1505.00M	\$ 1502.00M	\$ 1503.00M
Canadian Share of Import Market	22.13%	21.97%	22.09%	22.43%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	73 %
ii) 265 JAPAN	13 %
iii) 434 TAIWAN	4 %
iv) 268 KOREA	3 %
v) 128 GERMANY WEST	2 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are
good market prospects

Current Total Imports

i) PARTS AND ACCESSORIES	In Canadian \$
ii) ENGINES AND PARTS	\$ 2500.00 M
iii) TRUCK TRACTORS AND CHASSIS	\$ 1500.00 M
	\$ 1000.00 M

The Trade Office reports that the following factors influence Canadian
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector
(sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies