

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 017 FOOD HANDLING, PROCESSING EQUIP

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	8000.00M	\$ 7900.00M	\$ 7800.00M	\$ 7954.00M
Canadian Exports \$	19.00M	\$ 18.00M	\$ 16.00M	\$ 13.00M
Canadian Share of Import Market	0.23%	0.22%	0.20%	0.16%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospectsCurrent Total Imports
In Canadian \$

i) HI TECH FOOD EQUIPMENT

\$ 0.00 M

The Trade Office reports that the following factors influence Canadian
export performance in this market for this sector (sub-sector).In the Trade Office's opinion, Canadian export performance in this sector
(sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector(sub-sector)
have enjoyed success previously as a result of a variety of
factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada