

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TFI AVTV

Market: ISRAEL

Sector : INDUSTRIAL MACHIN. PLANTS. SERV.

Sub-Sector: MANUFACT &amp; MATERIAL PLANT. EQP.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	400.00 \$M	700.00 \$M	500.00 \$M	450.00 \$M
Canadian Exports	4.50 \$M	4.00 \$M	4.50 \$M	6.00 \$M
Canadian Share of Market	1.00 %	0.60 %	1.00 %	1.30 %

Cumulative 3 year export potential for  
 CDN products in this sector/subsector: 15-30 \$M

## Major Competing Countries

## Market Share

UNITED STATES OF AMERICA	37.00 %
GERMANY WEST	22.00 %
ITALY	15.00 %
UNITED KINGDOM	10.00 %
JAPAN	7.00 %
FRANCE	5.00 %

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

## Products/services for which there are good market prospects:

1. INDUSTRIAL BOILERS/PARTS
2. PUMPS
3. MATERIAL-HANDLING EQUIPMENT
4. FILTERING MACHINERY
5. AIR COMPRESSORS
6. BLOWERS

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are low
- Strong sectoral capability in Canada
- Competitive Canadian financing