

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

Sector : MINE,METAL,MINERAL PROD & SRV

Sub-Sector: METALS, PRIMARY & FABRICATED

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	170.00 \$M	200.00 \$M	220.00 \$M	240.00 \$M
Canadian Exports	3.50 \$M	4.00 \$M	5.00 \$M	5.50 \$M
Canadian Share of Market	0.02 %	0.02 %	0.02 %	0.02 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

BRAZIL	35.00 %
ARGENTINA	15.00 %
UNITED STATES OF AMERICA	9.00 %
GERMANY WEST	8.00 %
JAPAN	7.00 %
OTHER COUNTRIES	26.00 %

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

Products/services for which there are good market prospects:

1. Tubes and pipes
2. Steel plates & alloys
3. Bars & rods
4. Special steels

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Strong sectoral capability in Canada
- Competitive Canadian financing