

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: DAMASCUS

Market: SYRTA

Sector : FOREST PRODUCTS, FOUTP, SERVICES

Sub-Sector: PULP AND PAPER PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	20.00 \$M	20.00 \$M	20.00 \$M	20.00 \$M
Canadian Exports	0.15 \$M	0.50 \$M	0.30 \$M	0.50 \$M
Canadian Share of Market	0.70 %	2.50 %	1.50 %	2.50 %

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

Major Competing Countries	Market Share
WEST EUROPE	65.00 %

Products/services for which there are good market prospects:

1. FINE PAPER
2. SEMI-PROCESSED WOOD PULP
3. CONSULTING ENGINEERING SERVICES

Factors contributing to current successful Canadian exports:

- PFMD support
- Fairs and Missions support
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- SYRTA IS UNATTRACTIVE MKT FOR CDN
- EXPORTERS DUE TO ECONOMIC SITUATION