Export and Investment Promotion Planning System

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

Region: WESTERN EUROPE

Mission: 437 LONDON

Market: 051 UNITED KINGDOM

Sector: 010 MINE, METAL, MINERAL PROD & SRV

Subsector: 104 METALS, PRIMARY & FABRICATED

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	$ 11750.00M	$10700.00M	$10250.00M	$ 9740.00M
Canadian Exports	$ 350.00M	$ 320.00M	$ 290.00M	$ 245.00M
Canadian Share of Import Market	3.00%	3.00%	2.80%	2.50%

Major Competing Countries	Market Share
i) 609 EUROPEAN COMMON MARKET C	000 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 507 SWEDEN	000 %
iv) 410 NORWAY	000 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian $
i) COPPER	$ 1130.00 M
ii) LEAD	$ 240.00 M
iii) NICKEL	$ 225.00 M
iv) ZINC	$ 200.00 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:

- non competitive pricing
- other factor(s) described by the Trade Office as follows:
  CURRENCY FLUCTUATIONS & UNITED KINGDOM'S DECLINING MANUFACTURING BASE HAVE SERVED TO INHIBIT SALES POTENTIAL TO THIS MARKET.