

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATHENS

Market: GREECE

Sector : FOREST PRODUCTS, EQUIP, SERVICES

Sub-Sector: WOOD AND WOOD PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	179.00 \$M	160.00 \$M	160.00 \$M	160.00 \$M
Canadian Exports	1.40 \$M	1.20 \$M	1.20 \$M	1.20 \$M
Canadian Share of Market	0.80 %	0.80 %	0.80 %	0.80 %

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

Major Competing Countries

Market Share

SWEDEN	13.00 %
UNITED STATES OF AMERICA	5.00 %
ROMANIA	5.00 %
FINLAND	13.00 %
UNION OF SOVIET SOC REP	4.00 %
HUNGARY	5.00 %

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

Products/services for which there are good market prospects:

1. Lumber
2. Plywood
3. Timber frame housing
4. Pulp and Paper

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Provincial export promotion
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Market prospects have not been adequately explored
- Performance of local agent or representative