

# Industrial Equipment and Technology

Exports: \$6.1 billion

## Overview:

- The sector can be divided into two types of firms: smaller Canadian-owned firms producing specialized items, and larger producers of mass-produced items.
- The industry focuses on niche markets worldwide and provides high quality, custom-engineered machinery and equipment.
- Research and development to date in advanced manufacturing technologies in Canada is very small compared with that in the U.S., Europe and Japan.
- Prospects for the 1990s are favourable, despite modest performance in the 1980s. Possible growth areas include advanced manufacturing technologies, plastics processing machinery, mining equipment and plastic moulds.

## Product Strengths:

- Primary industrial machinery: agricultural, forestry, pulp and paper, mining and construction equipment.
- Secondary industrial machinery: materials handling, food processing, food service, packaging and labelling, machine tools, and plastics and rubber equipment and machinery (including mould and die making).
- Export capability also exists in printing, pharmaceuticals and textiles equipment.

## Priority Markets:

- The U.S. (industrial machinery, advanced manufacturing technologies), Europe (custom equipment), Australia (agricultural equipment), South Pacific (forestry equipment), South America (mining equipment), Eastern Europe and the CIS (agricultural and forestry equipment).

## Key Strategic Priorities:

- *improve global marketing information to assist Canadian exporters to select potentially promising markets;*
- *advanced manufacturing technologies sector campaign will continue to emphasize high value, export-oriented products, including robots and vision systems, automated assembly systems, CAD and communications networks;*
- *promote formation of strategic partnerships and technology transfer.*

Contact: Industrial Equipment/Advanced Manufacturing Technology  
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Activity	Date	Location	Dept.	Contact
<b>United States</b>				
Manufacturing systems, trade mission to: Strategic Alliances	TBD 1992	Detroit	EAITC	613-993-7348
Hardware and home improvement, trade fair: International Lawn Garden Equipment	Jul 1992	Louisville	EAITC	613-993-7486
Hardware and home improvement, trade fair: National Hardware Show	Aug 1992	Chicago	EAITC	613-993-7486
Industrial Equipment and technology, trade mission to: GSA	Aug 1992	Fort Worth	EAITC	613-991-9475
NEXUS mission to: International Machine Tool Show (IMTS)	Sep 1992	Chicago	ISTC	514-283-7864
Production equipment, trade fair: International Machine Tool Show	Sep 1992	Chicago	EAITC	613-991-9475
Canada stand mission to: International Manufacturing Technology Show	Sep 1992	Chicago	ISTC	613-954-3264
Printing equipment and services, trade fair: Graph-Expo	Oct 1992	Chicago	EAITC	613-991-9479
Production equipment, trade fair: Design '92	Oct 1992	New Jersey	EAITC	613-991-9475
NEXUS mission to: Minexpo International '92	Oct 1992	Las Vegas	ISTC	514-283-7864
Printing equipment and services, trade fair: Graph-Expo	Oct 1992	New York	EAITC	613-991-9479
Materials handling, trade fair: Great Lake Industrial Show	Nov 1992	Cleveland	EAITC	613-991-9475
Packaging equipment, trade fair: Pack Expo	Nov 1992	Chicago	EAITC	613-991-9475
Super-conductor/super-collider, trade mission from:	Nov 1992	Dallas	EAITC	613-991-9474
Packaging machinery manufacturers, trade fair:	Nov 1992	Chicago	ISTC	613-954-3060
Air conditioning, refrigeration and heating equipment, trade fair: ASHRAE	Jan 1993	Chicago	EAITC	613-993-7486
Materials handling, trade fair: ProMat '93	Mar 1993	Chicago	EAITC	613-991-9475
Hardware and home improvement, trade fair: National Home Center Show	Mar 1993	Chicago	EAITC	613-993-7486
<b>Western Europe</b>				
Technical mission for Canadian mouldmakers: MoldExpo '92	Sep 1992	France	ISTC	613-954-3244
Plastics and rubber machinery and equipment, trade fair, national stand: K-92	Oct 1992	Germany	EAITC	613-996-5554
Outgoing mission to attend BLECH EXPO (UK, Germany, France, Belgium, Holland, Italy)	Oct 1992	Hannover	ISTC	613-954-3250
Processing and packaging machinery, trade fair, information booth: Emballage '92	Nov 1992	France	EAITC ISTC	613-996-5554 613-954-3060
Technology exchange mission to EC and Britain: Agricultural Equipment	Dec 1992	EC	ISTC	613-954-3226
<b>East Asia</b>				
Mining equipment, trade fair: Promotion	Sep 1992	China	EAITC	613-995-8744
Mining equipment, seminar: Mining '92	Oct 1992	China	EAITC	613-995-8744
<b>Asia Pacific South</b>				
Forestry equipment, trade mission from: Demo '92, Woodex '92	Sep 1992	New Zealand	EAITC	613-995-7662
Mining equipment, trade fair, information booth: Goldfields	Oct 1992	Australia	EAITC	613-995-7652
Forestry equipment, publication:	Nov 1992	New Zealand	EAITC	613-995-7662
Food processing, trade fair: Foodtech '92	Nov 1992	New Zealand	EAITC	613-995-7662
Industrial machinery catalogue, publication:	Feb 1993	Pakistan	EAITC	613-992-0952
Industrial and specialized machinery, trade fair: 10th IETF	Feb 1993	India	EAITC	613-992-0952