

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAO PAULO

Market: BRAZIL

Sector : MINE, METAL, MINERAL PROD & SRV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1900.00 \$M	2087.00 \$M	1956.00 \$M	2300.00 \$M
Canadian Exports	170.00 \$M	167.00 \$M	110.00 \$M	130.00 \$M
Canadian Share of Market	9.30 %	8.00 %	6.00 %	6.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	45.00 %
POLAND	15.00 %
UNITED KINGDOM	10.00 %
AUSTRALIA	5.00 %

Products/services for which there are good market prospects:

1. SULPHUR
2. COAL
3. CONSULTING/ENGINEERING
4. UNDERGROUND EQUIPT.
5. ZINC
6. MINING WINCHES
7. SKIPS/SKIPCAGES FOR MINING

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored