

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

468

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MUNICH

Market: GERMANY WEST

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: LEISURE PROD. TOOLS HARDWARE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2040.00 \$M	2120.00 \$M	2250.00 \$M	2410.00 \$M
Canadian Exports	3.46 \$M	4.10 \$M	5.20 \$M	6.10 \$M
Canadian Share of Market	0.17 %	0.19 %	0.23 %	0.26 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries Market Share

ITALY	24.00 %
TAIWAN	9.00 %
AUSTRIA	8.00 %
FRANCE	6.50 %
HONG KONG	4.50 %
SCANDINAVIA	4.10 %

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

Products/services for which there are good market prospects:

1. WINTERSPORT EQUIPMENT
2. FITNESS EQUIPMENT
3. CAMPING EQUIPMENT
4. GOLF EQUIPMENT
5. TREKKING EQUIPMENT
6. WATER SPORT EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- CANADA WELL KNOWN FOR
- SKATING AND HOCKEY EQUIP-
- MENT