

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAN JOSE

Market: COSTA RICA

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	145.00 \$M	110.00 \$M	115.00 \$M	120.00 \$M
Canadian Exports	35.00 \$M	37.00 \$M	32.00 \$M	40.00 \$M
Canadian Share of Market	24.00 %	33.60 %	27.80 %	33.30 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 30-60 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	20.00 %
SWEDEN	15.00 %
FINLAND	10.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Wood & Wood products
2. Newsprint
3. Specialty papers

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- _____
- _____