

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SANTIAGO

Market: CHILE

Sector : FOREST PRODUCTS,EQUIP,SERVICES

Sub-Sector: PULP AND PAPER PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	75.00 \$M	75.00 \$M	100.00 \$M	350.00 \$M
Canadian Exports	3.00 \$M	3.00 \$M	10.00 \$M	100.00 \$M
Canadian Share of Market	4.00 %	4.00 %	10.00 %	28.50 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	0.00 %
FINLAND	0.00 %
GERMANY WEST	0.00 %
OTHER COUNTRIES	0.00 %

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

Products/services for which there are good market prospects:

1. ALL CANADIAN PROD.AVAILABLE IN PULP & PAPER EQUIP.

Factors contributing to current successful Canadian exports:

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