

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 016 AGRICULTURE MACH, EQUIP, TOOLS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7500.00M	\$ 7400.00M	\$ 7000.00M	\$ 6808.00M
Canadian Exports \$	116.00M	\$ 115.00M	\$ 110.00M	\$ 107.00M
Canadian Share of Import Market	1.50%	1.60%	1.60%	1.60%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	079 %
ii) 265 JAPAN	000 %
iii) 237 ITALY	000 %
iv) 112 FRANCE	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports:

Mature with little growth

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

i) LIVESTOCK EQUIPMENT	\$ 32.00 M
ii) SOIL PREPARATION	\$ 10.00 M
iii) HAYING AND HARVESTING	\$ 10.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada