

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : INDUSTRIAL MACHIN, PLANTS, SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	17244.00 \$M	19364.00 \$M	21600.00 \$M	24000.00 \$M
Canadian Exports	288.00 \$M	352.00 \$M	399.00 \$M	535.00 \$M
Canadian Share of Market	1.70 %	1.80 %	1.90 %	2.20 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	75.00 %
EUROPEAN COMMON MARKET C	4.00 %
JAPAN	2.50 %
KOREA	2.50 %
TAIWAN	1.50 %

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

Products/services for which there are good market prospects:

1. GENERAL MACHINERY
2. MATERIAL HANDLING AND PACKING
3. ENVIRONMENTAL
4. ELECTRICAL (T&D)
5. ENGINEER
6. INVESTMENTS
7. METAL FABRICATION
8. ROBOTIC/CAD/CAM

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEAD support
- Trade Fair activity
- Provincial export promotion
- CIDA programs