

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BERNE

Market: SWITZERLAND

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 | 1000.00 \$M | 1037.00 \$M | 837.70 \$M | 879.60 \$M |
| Canadian Exports | 15.30 \$M | 14.50 \$M | 12.30 \$M | 13.50 \$M |
| Canadian Share of Market | 1.53 % | 1.40 % | 1.47 % | 1.53 % |

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

Major Competing Countries

Market Share

| | |
|--------------|---------|
| GERMANY WEST | 38.20 % |
| AUSTRIA | 23.60 % |
| FRANCE | 11.60 % |
| ITALY | 8.00 % |
| FINLAND | 4.20 % |
| SWEDEN | 2.60 % |

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

Products/services for which there are good market prospects:

1. Sawn timber (spruce, fir)
2. Plywood

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
 - Non-competitive pricing
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