

Export and Investment Promotion Planning System

87/88 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) \$	7505.00M	\$ 7148.00M	\$ 6808.00M	\$11328.00M
Canadian Exports \$	117.00M	\$ 112.00M	\$ 107.00M	\$ 657.00M
Canadian Share of Import Market	1.60%	1.60%	1.60%	5.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	79 %
ii) 265 JAPAN	%
iii) 237 ITALY	%
iv) 112 FRANCE	%

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