

## Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 346 BAGHDAD

Market: 305 IRAQ

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	40.00M	\$ 35.00M	\$ 35.00M	\$ 30.00M
Canadian Exports \$	25.00M	\$ 18.00M	\$ 4.70M	\$ 8.00M
Canadian Share of Import Market	62.50%	51.10%	13.40%	26.60%

## Major Competing Countries

## Market Share

i) 504 FINLAND	025 %
ii) 265 JAPAN	015 %
iii) 051 UNITED KINGDOM	010 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) NEWSPRINT	\$ 15.00 M
ii) PULP	\$ 0.00 M
iii) FINE PAPERS	\$ 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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

FIRM DEMAND FM TRADITIONAL NORTH AMERICAN, EUROPEAN & ASIAN CUSTOMERS, COMBINED WITH HIGH PRICES & 98% PRODUCTION LEVELS HAVE MADE CDN NEWSPRINT PRODUCERS UNWILLING TO SEEK OUT NEW (AND WHAT THEY SEE AS) UNPREDICTABLE MARKETS SUCH AS IRAQ.