

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: SANTIAGO

Market: CHILE

Sector : MINE, METAL, MINERAL PROD & SRV

Sub-Sector: EQUIPMENT AND MACHINERY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	375.00 \$M	400.00 \$M	550.00 \$M	700.00 \$M
Canadian Exports	24.00 \$M	25.00 \$M	35.00 \$M	40.00 \$M
Canadian Share of Market	6.40 %	6.25 %	6.35 %	5.70 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	30.00 %
JAPAN	25.00 %
EUROPEAN COMMON MARKET C	15.00 %
CHILE	10.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. SMELTERS
2. SLAG MILLS
3. POWER EQUIPMENT
4. TRUCKS
5. LHD
6. SOFTWARE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- CIDA programs
- Competitive Canadian financing