

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ABIDJAN

Market: IVORY COAST

Sector : FOREST PRODUCTS, EQUIP, SERVICES

Sub-Sector: EQUIPMENT AND MACHINERY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	3.20 \$M	3.00 \$M	3.50 \$M	3.50 \$M
Canadian Exports	0.20 \$M	0.20 \$M	0.30 \$M	1.00 \$M
Canadian Share of Market	6.80 %	6.60 %	8.50 %	28.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 1-3 \$M

Major Competing Countries	Market Share
ITALY	30.00 %
GERMANY WEST	25.00 %
FRANCE	20.00 %
OTHER COUNTRIES	25.00 %

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

Products/services for which there are good market prospects:

1. Unité mobile de scierie
2. Services-conseils
3. Production de semis pour reboisement

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory