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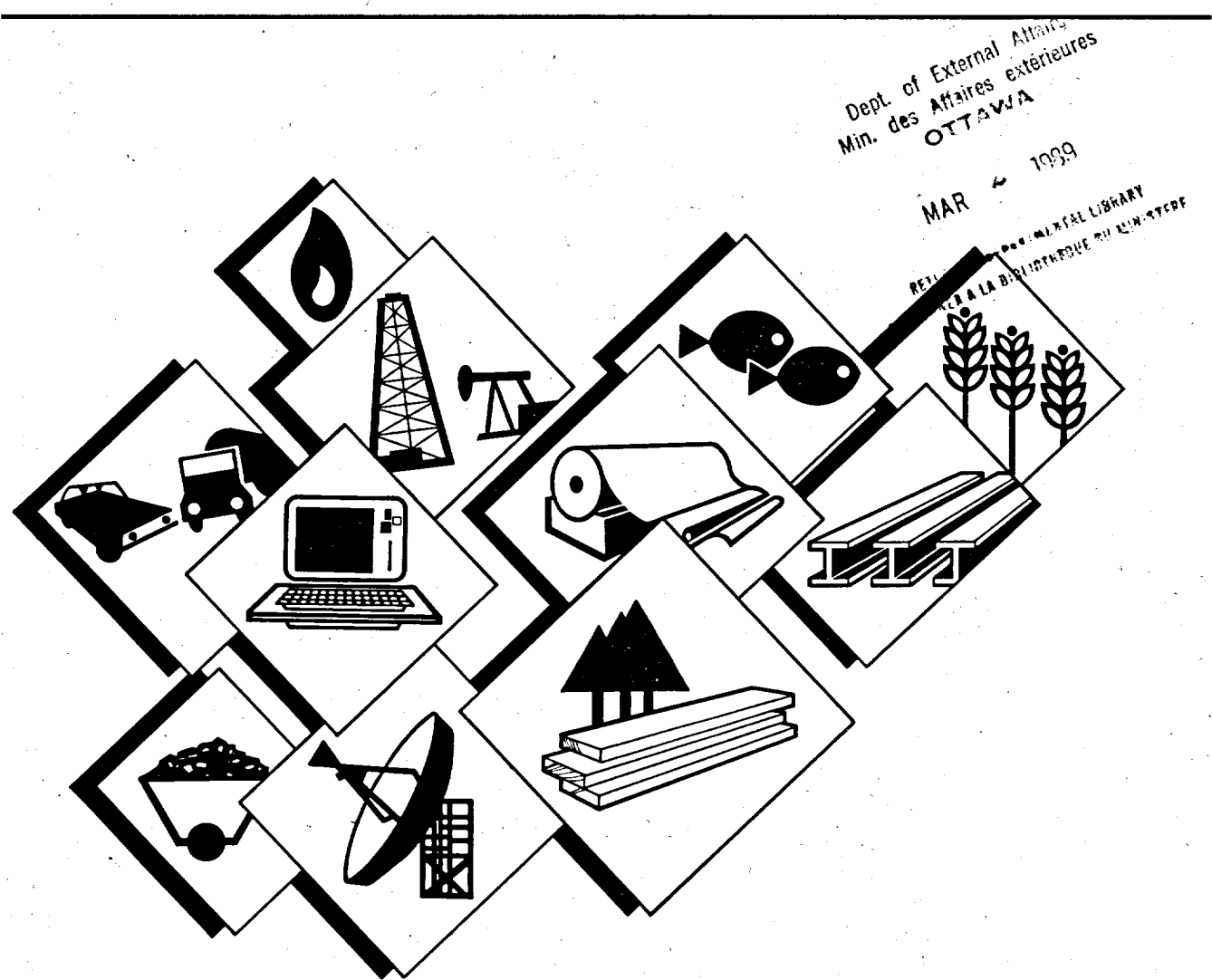
DRAFT

GEOGRAPHICAL SYNOPSIS

FOR CONSULTATION PURPOSES ONLY

ASIA AND THE PACIFIC

1989-90 EXPORT AND INVESTMENT PROMOTION OPERATIONAL PLAN



Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA

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**GEOGRAPHIC SYNOPSIS OF
EXPORT PROMOTION PROGRAM PLANS
OF CANADIAN MISSIONS ABROAD
FY 1989/90**

FOREWORD

This report contains a summary of the highlights of the proposed work plans of the export and investment promotion program of Canadian diplomatic missions in Asia and Pacific for fiscal year 1989/90 commencing April 1, 1989.

The format of this synopsis is designed to provide Canadians involved in the process of export and investment promotion the means to identify quickly the key components of the trade program of External Affairs missions and access conveniently those features of the plans which are pertinent to their specific interests.

This synopsis is organized alphabetically by mission and is available for each of seven geographic regions. A similar geographic synopsis is also available for the following geographic regions:

Latin America and Caribbean
United States
Western Europe
Eastern Europe
Africa
Middle East

The synopsis provides a trade and economic overview of each country in the region in which market prospects exist for Canadian exporters, a listing of sectorial priorities for each market, profiles of important or interesting sectors as well as approved promotional projects in support of specific program activities.

The emphasis in the synopsis has been placed on providing factual information in as brief a format as possible with minimal narrative.

The computerized planning system from which this report was produced was developed by the Department of External Affairs to facilitate the assembly of vast amounts of detailed information on world markets from some 100 missions abroad. It is programmed to make this information available to the private sector, the Provinces and other departments of government in a format which would enable specific data on sectors or geographic regions to be accessed conveniently.

In their Conference on the Economy held in Regina in 1985, First Ministers noted the major contribution made by the export sector to Canada's national income expressed concern at the decline of Canada's share of world exports. To meet this challenge, First Ministers endorsed the need to generate widespread support for a new trade strategy for Canada which would embody three principal elements:

- a) to increase Canadian competitiveness;
- b) to maintain and increase access to foreign markets;
and
- c) to achieve more effective international marketing.

It was recognized that these objectives can be met but only if a full and effective partnership of the federal and provincial governments, the private sector and labour can be achieved to ensure a more focussed and consistent approach to international marketing. Appropriate means of assembling and organizing information to suit specific needs is a foundation of the process of consultation from which consensus would be reached. To this end the current computerized planning system was conceived.

In addition to the geographic perspective of this report, information from the data bank is available in a variety of configurations, the most important of which are synopses of 16 sectors and a variety of market reports. Information from these reports can be obtained on request from the geographic or sectoral bureaux of the Department of External Affairs

The purpose of this synopsis is to provide those engaged in the process of promoting exports from Canada the means to obtain condensed market data and information on export opportunities. It does not attempt to cover all aspects of foreign markets and by design avoids minutiae and detail. It is intended to highlight what, in the opinion of Canadian Trade Commissioners abroad, is important in their respective territories and what tactics they envisage would be most appropriate to exploit the market. Where markets or sectors in these synopses stimulate interest on the part of exporters, they are invited to seek out more detailed information and further background direct from the post, the geographic and sectoral bureaux of the Department of External Affairs or the International Trade Centres located within the provincial offices of Industry, Science and Technology Canada (formerly DRIE) throughout Canada.

A last word on statistics. The statistical information contained in this synopsis is to be considered as an attempt on the part of the Trade Commissioners abroad to estimate the order or magnitude of market size, market shares, and possible export potential. Users of this synopsis are cautioned that these figures are in many cases best guesses based on discussions with trade sources. In many markets reliable published statistics are simply not available. However, in an attempt to provide exporters with notional ideas of market size, Trade Commissioners have been asked to do their best to give their considered impressions wherever possible. Therefore it is not intended that the statistical information should be used for purposes other than general guidance.

DEPARTMENT OF EXTERNAL AFFAIRS
Export and Investment Promotion Planning System
1989/90 Geographic Synopsis

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: BANGKOK

Country: THAILAND

THAILAND'S CURRENT ECONOMIC BOOM CONTINUES TO DEFY ALL PROJECTIONS, AS THE COUNTRY HEADS FOR A RECORD ECONOMIC/FINANCIAL YEAR IN 1988. THE SURGE IN EXPORT GROWTH (INITIALLY ESTIMATED AT 13% FOR 1988; THIS IS NOW PROJECTED AT 35%) HAS STIMULATED DOMESTIC DEMAND TO IMPART A PREDOMINANTLY DOMESTIC MOMENTUM TO GROWTH. GDP GROWTH WAS INITIALLY ESTIMATED TO BE 6 TO 7%; IT WAS REVISED EARLIER THIS YEAR TO 8.5% AND MORE RECENTLY TO 9.5%. THE COUNTRY IS BEING SWEEPED BY A TIDE OF DOMESTIC AND FOREIGN INVESTMENTS, WITH PRIVATE FOREIGN INVESTMENTS ACCELERATING AS INDUSTRIALIZED COUNTRIES INCREASINGLY RELOCATE LABOUR-INTENSIVE OPERATIONS TO THAILAND. THE ECONOMIC BOOM HAS ALSO CAUGHT THE COUNTRY UNPREPARED. IRONICALLY, THE VERY POLICIES IMPLEMENTED IN THE MID 80'S TO STABILIZE ECONOMIC/STRUCTURAL IMBALANCES & WHICH FUELED THE ECONOMIC BOOM, ARE NOW SEEN AS IMPEDIMENTS TO FUTURE GROWTH, AS CONSTRAINTS ARE APPEARING IN THE CAPITAL STRUCTURE, LABOUR MKTS AND PARTICULARLY IN THE PUBLIC INFRASTRUCTURE. THE NEWLY ELECTED COALITION GOVERNMENT MUST NOW ADDRESS THE PRICKLY TASK OF DISMANTLING POLICIES THAT MADE SENSE A FEW YEARS AGO BUT WHICH ARE NO LONGER RELEVANT. THERE ARE ALSO SYMPTOMS OF ECONOMIC OVERHEATING, AS CONSUMER AND PRODUCTION PRICES INCREASED BY 5.5% AND 10.6% RESPECTIVELY SO FAR IN 1988. AT THE TIME OF WRITING, THE RTG WAS TABLING ITS 89 FISCAL YEAR BUDGET, WHICH INCLUDES A 30% INCREASE IN INVESTMENT EXPENDITURES OVER '88, TO ALLOW THE GOVERNMENT TO ACCELERATE INFRASTRUCTURE EXPANSIONS. THE GOVERNMENT REMAINS OPTIMISTIC ABOUT SUSTAINING THE BOOM. FORECASTS CALL FOR LOWER (7.5%) ECONOMIC GROWTH IN '89, IN PART DUE TO AN ANTICIPATED DROP IN AGRICULTURAL SECTOR EXPANSION. EXPORTS ARE EXPECTED TO CONTINUE THEIR GROWTH, WITH THE RECOGNITION THAT AS THAILAND EXPANDS ITS WORLD MARKETS, COMPETITION WILL GROW AND ENHANCED MARKET PENETRATION WILL BECOME MORE DIFFICULT. THE LACK OF ADEQUATE INFRASTRUCTURE AND CURRENT UNCERTAINTIES ABOUT GOVERNMENT POLICIES WILL MAKE AN IMPACT AND WILL HAVE TO BE MONITORED. CONCERNS HAVE ALSO BEEN EXPRESSED THAT '88 IMPORT LEVELS ARE ALSO EXCEEDING ALL EXPECTATIONS AT 44% FOR '88, UP FROM INITIAL FORECASTS IN THE 14% RANGE). THE RTG IS STUDYING THE COMPOSITION OF IMPORTS CLOSELY; IT IS GENERALLY FELT THAT THE INCREASE REFLECTS A DRAMATIC JUMP IN DEMAND FOR CAPITAL GOODS NEEDED TO FUEL THE BOOM. CDA-THAI TWO-WAY TRADE REACHED \$396 MN IN 87. HALF-YEAR FIGURES FOR '88 (\$293 MN) SUGGEST THAT TRADE THIS YEAR WILL SURPASS THE HALF-BILLION MARK, DOUBLE THE TOTAL OF ONLY TWO YEARS AGO. ALTHOUGH RAW MATERIALS CONTINUE TO DOMINATE CDA'S EXPORTS TO THAILAND, BREAKTHROUGHS IN THE DEFENCE, TELECOM, HOPEFULLY MASS-TRANSIT (AT TIME OF WRITING) & OTHER HI-TECH SECTORS SUGGEST A NEED TO FOCUS MORE PROMOTIONAL ACTIVITIES IN THOSE AREAS. ON-GOING SUPPORT IN THE MINING, OIL AND GAS, AND POWER SECTORS WILL CONTINUE, IN ADDITION TO OUR TRADITIONAL SUPPORT FOR COMMODITY SALES. IN LINE WITH THAILAND'S OWN CHANGING NEEDS, WE FORSEE GOOD OPPORTUNITIES IN INFRASTRUCTURAL PROJECTS, SOME ON A BOT BASIS SUCH AS THE ASOKE FLYOVER IN BANGKOK OR ON A CONSULTING BASIS TO IMPROVE THAILAND'S DATABASE ON LAND UTILIZATION, TO CITE BUT A FEW EXAMPLES. A STRIKING FEATURE OF THAILAND'S '88 EXPORTS TO CDA ARE THE THAI-MITSUBISHI CARS FOR

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: BANGKOK

Country: THAILAND

CHRYSLER CANADA. AS JAPAN INC. INCREASES ITS PRESENCE IN THAILAND, IT IS LIKELY THAT WE WILL SEE MORE "RE-DIRECTED JPNSE PRODUCTS" COMING TO CANADA FROM THAILAND. THIS COULD OPEN UP NEW SALES AND JOINTVENTURE OPPORTUNITIES FOR CANADA. THE AUTOMOTIVE OEM SECTOR IS ONE AREA WE WOULD LIKE TO WITH THAILAND'S EMERGENCE AS A PREFERRED SITE FOR LOW-COST MANUFACTURING BY OECD COMPANIES, CANADA WOULD BE REMISS NOT TO FOLLOW SUIT. AS JAPAN CONTINUES ITS STRONG DOMINATION OF NEW FOREIGN INVESTMENTS (IN '87, 40% OF TOTAL APPLICATIONS APPROVED; FOR THE FIRST SIX MONTHS OF 1988, 32%), THAILAND IS INCREASINGLY EXPRESSING CONCERN ABOUT THIS GROWING DEPENDENCE ON ONE COUNTRY FOR CAPITAL AND TECHNOLOGY. THAILAND IS LOOKING TO COUNTRIES SUCH AS CANADA TO EASE THIS DOMINATION SOMEWHAT. THE IMPLEMENTATION OF THE ENTERPRISE COLLABORATION PROGRAM (ECP) IN '89 WILL SIGNAL THE START OF A CLOSER COOPERATIVE EFFORT BETWEEN CANADIAN AND THAI FIRMS AND WILL BUILD ON AN ALREADY ACTIVE CIDA INC PROGRAM. THE FUTURE OF THAILAND SUSTAINED ECONOMIC GROWTH WILL COME FROM THE PRIVATE SECTOR. CANADIAN COMPANIES ARE TO BE ENCOURAGED TO TAKE ADVANTAGE OF PROMISING J.V./LICENSING OPPORTUNITIES, NOT ONLY FOR THE DOMESTIC THAI MARKET, BUT ALSO AS A BASE TO SERVICE WHAT MAY BECOME A MORE COHESIVE ASEAN MARKET AND TO PROVIDE A LOW-COST ALTERNATIVE TO REMAIN COMPETITIVE ON THE CANADIAN MARKET. THE EFFECTS OF SOUND ECONOMIC AND MONETARY POLICIES, WHICH, INTER ALIA, WILL REDUCE THAILAND'S DEBT SERVICE RATIO TO ABOUT 17% IN 1989, AND THE REDUCTION IN PUBLIC DEBT DUE TO GROWING GOVERNMENT REVENUES IN 1988 ARE CONSIDERED MAJOR BREAKTHROUGHS. IF THIS MOMENTUM IS MAINTAINED, THAILAND CAN LOOK FORWARD TO SELF-SUSTAINING GROWTH IN THE COMING YEARS AFTER MANY YEARS OF MAJOR ECONOMIC IMBALANCES. THE REVERSAL OF ITS FORTUNES SINCE 1986, BACKED BY A SOLID ENTREPRENEURIAL CLASS AND A WORLDWIDE FOCUS, SUGGEST THAT OPPORTUNITIES WILL CONTINUE TO DEVELOP FOR CANADA. NOW IS THE TIME TO TAKE ADVANTAGE. THE SIGNING OF THE ECONOMIC COOPERATION AGREEMENT IN 1988 AND THE ENSUING DISCUSSIONS ON MOU'S IN AGRICULTURAL AND POSSIBLY COMMUNICATION COOPERATIVE ACTIVITIES PROVIDE A FRAMEWORK UNDER WHICH THIS CAN TAKE PLACE.

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: BANGKOK

Country: THAILAND

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV

THAILAND WILL SPEND AROUND \$800 MN ON TELECOM PRODS, COMPUTER HARDWARE AND SOFTWARE, MOST OF THAT FOR IMPORTS. OPPORTUNITIES EXIST INTER ALIA FOR TELEPHONE SWITCHING, COMPUTER, SATELLITE, REMOTE (GIS) SENSING, RADIO & MICROWAVE EQPT/SRVCS. WE PLAN TO PROMOTE CDN KNOW-HOW THROUGH INCOMING/OUTGOING MISS. & PART'N AT ASIACUM '89. POTEN'L EXISTS FOR A

2. AGRI & FOOD PRODUCTS & SERVICE

DISCUSSIONS ARE ALREADY TAKING PLACE WITH RESPECT TO MOU IN AGRICULTURAL COOP'N UNDER ECA. FOCUS OF INITIAL ACTIVITY IS EXPECTED TO BE IN LIVESTOCK AREA. CONSIDERABLE AMOUNT OF TIME IS ALSO BEING DEDICATED TO CIDA INC ACTIVITIES THAT HAVE AGRI-BUSINESS FOCUS. THIS IS EXPECTED TO INCREASE IN FUTURE. AGRI-FOOD SELF SUFFICIENCY & THE PROMU'N OF AGRI-FO

3. OIL & GAS EQUIPMENT, SERVICES

IN THAILAND, WITH RAPID INCREASE IN ENERGY CONSUMP'N, IMPENDING PASSAGE OF AMENDMENTS TO PETROLEUM ACT, & RECENT EXPLORA'N SUCCESSES, FUTURE OF PETRO. IND. IS BRIGHT. ACTIVITIES OF PCIAAC CONTINUE TO ENHANCE CANADIAN PROFILE. PCIAAC HAS ALSO SIGNED A TECH'L ASSISTANCE AGRMT W/OIL-RICH BURMA. IN VIET., THE GOVT IS OPENING UP OFFSHORE CONCESSIONS TO WEST. OIL

4. POWER & ENERGY EQUIP. & SERV.

THAILAND WILL DOUBLE THE EXISTING 6000 MW OF INSTALLED ELECTRICITY GENERATING CAPACITY BY THE END OF CENTURY. ALREADY WELL-KNOWN CDN SUPPLIERS & NEW ONES WILL FACE EXCELLENT OPPORTUNITIES IN THERMAL, HYDRO AND TRANSMISSION PROJECTS THAT WILL RECEIVE GENEROUS FUNDING, BEYOND EXISTING EGAT COFFERS, BY ADB AND IBRD.

5. DEFENCE PROGRAMS, PRODUCTS, SERV

THE DEFENCE SECTOR CONTINUES TO RECEIVE THE LION'S SHARE OF THE ANNUAL THAI BUDGET. PROCUREMENT WINDOWS EXIST FOR DEHAVILLAND AIRCRAFT, CANAD-AIR CL215, AIRBORNE SURVEILLANCE RADAR SYSTEMS, M-41 TANK RETRO-FITS, PRATT & WHITNEY ENGINES, RADIO EQUIPMENT (ESPECIALLY FOR POLICE), AND FURTHER SIMULATOR SALES FOR HELICOPTERS.

6. MULTIPLE SECTORS

CIDA INC IS BECOMING AN INCREASINGLY ACTIVE PROGRAM. INDUSTRIAL COOPERATION WITH THAILAND WILL HEIGHTEN WITH INTRODUCTION OF ENTERPRISE COLLABORATION PROGRAM IN 1989. THERE IS URGENT NEED TO BRING SOME FOCUS TO CIDA INC PROGRAM. EMB. WILL ALSO DEVOT MORE TIME TO EXPLO- RING DPPS FOR CDN COOP'N

The most important current Canadian export sectors to this market are (based on actual export sales):

1. FOREST PRODUCTS, EQUIP, SERVICES
2. MINE, METAL, MINERAL PROD & SRV
3. CHEM PROD & PETRUCHEM, EQP, SERV

4. POWER & ENERGY EQUIP. & SERV.

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BANGKOK

Market: THAILAND

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	603.00 \$M	618.00 \$M	788.00 \$M	680.00 \$M
Canadian Exports	3.60 \$M	5.30 \$M	6.90 \$M	10.00 \$M
Canadian Share of Market	0.60 %	0.86 %	0.88 %	1.47 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	8.50 %
UNITED KINGDOM	6.80 %
JAPAN	5.10 %
GERMANY WEST	1.20 %

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

Products/services for which there are good market prospects:

1. LIVESTOCK (BREEDING STOCK, EMBRYO, SEMEN).
2. FARM MANAGEMENT (SERVICES)
3. J.V. - LIVESTOCK (DAIRY) INTEGRATED PROJECTS
4. JOINT VENTURES - AGRI-FOOD PROCESSING
5. JOINT VENTURE - AQUACULTURE/PROCESSING
6. FISH EXPORTS
7. CANADIAN WHEAT
8. CANOLA MEAL (TEST TRIALS)
9. RAW HIDES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Willingness of exporters to invest/joint venture in territory

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RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CANOLA MEAL INTRODUCTORY TRIALS (DEPENDS ON PRICE)
Expected Results: TO SUBSTITUTE SOYABEAN IMPORTS (NEW MARKET FOR CANOLA)

Activity: MOU ON AGRICULTURAL COOPERATION UNDER ECA
Expected Results: INCREASED BILATERAL COOPERATION

Activity: CANADIAN WHEAT BOARD PROGRAM TO INTRODUCE CANADIAN WHEAT
Expected Results: INCREASED ACCEPTANCE BY THAI MILLERS/BAKERS; INCREASED SALES.

Activity: ONGOING CIDA INC. PROJECTS IN VARIETY OF SECTORS.
Expected Results: JOINT VENTURES.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: DIRECTION OF CDN AGRIC. PROMD'N WILL DEPEND TO A LARGE
Expected Results: HIGHER PROFILE FOR CANADA; INCREASED SALES OF ANIMALS, EQUIPMENT AND SERVICES.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INTEGRATED LIVESTOCK (DAIRY) PROJECT (CIDA INC FUNDED).
Expected Results: INCREASED SALES OF LIVESTOCK, SEMEN, ETC. (FOLLOW UP TO 1988 DAIRY MISSION).

Activity: INT'L DAIRY TECH. EXH. & CONF. NOV. 89 (NTS FUNDED).
Expected Results: INCREASED SALES OF LIVESTOCK, SEMEN, ETC. (FOLLOW UP TO 1988 DAIRY MISSION).

Activity: OUTGOING ANIMAL FEEDS/TECHNOLOGY MISSION
Expected Results: INCREASED SALES OF LIVESTOCK, SEMEN, ETC. (FOLLOW UP TO 1988 DAIRY MISSION).

Activity: INCOMING VISITS - DAIRY SECTOR (NTS FUNDED).
Expected Results: INCREASED SALES OF LIVESTOCK, SEMEN, ETC. (FOLLOW UP TO 1988 DAIRY MISSION).

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BANGKOK

Market: THAILAND

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1300.00 \$M	1500.00 \$M	2300.00 \$M	2300.00 \$M
Canadian Exports	0.00 \$M	1.00 \$M	20.00 \$M	20.00 \$M
Canadian Share of Market	0.00 %	0.60 %	1.00 %	1.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	60.00 %
GERMANY WEST	0.00 %
ITALY	0.00 %
PEOPLE'S REP OF CHINA	0.00 %
NETHERLANDS	0.00 %
SWITZERLAND	0.00 %

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

Products/services for which there are good market prospects:

1. SIMULATORS
2. TANK RE-ENGINEING KITS
3. AIRCRAFTS, ENGINES AND PARTS
4. LIGHT-ARMoured VEHICLES
5. REMOTELY PILOTED VEHICLES
6. RADIO COMMUNICATIONS
7. AIRBORNE SURVEILLANCE/RADAR
8. AIR TRAFFIC CONTROL
9. EXPLOSIVE AND PRIMERS

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
- Strong sectoral capability in Canada
- Bilateral economic trade agreement

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW-UP TO PARTICIPATION AT DEFENCE ASIA 86
Expected Results: ENHANCED EXPOSURE; SALES

Activity: INTRODUCTION OF KL-BASED DEFENCE ATTACHE TO THAI MILITARY
Expected Results: ENHANCE PROFILE FOR CANADA

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: MILITARY COMPONENT TO PROPOSED TELECOMS AND COMPUTER MISSION
Expected Results: ENHANCED PROFILE; BETTER UNDERSTANDING OF MARKET.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: DETAILED STUDY OF MILITARY MKT - HISTORICAL OVERVIEW; AGENTS;
Expected Results: IDENTIFICATION OF MARKET OPPORTUNITIES

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

AIRCRAFT PROCUREMENT

Approximate Value: 0 M\$

Financing Source : EDC - Export Dev Corporation
DOM - Domestically funded

Contact : A.MCBRIDE TEL:613-992-0959
R.VANDERLOO, TLX:82671DOMCAN TH

UPGRADING OF (M-41) TANKS

Approximate Value: 50 M\$

Financing Source : EDC - Export Dev Corporation
DOM - Domestically funded

Contact : A.MCBRIDE TEL:613-992-0959
R.VANDERLOO, TLX:82671DOMCAN TH

POLICE RADIOS

Approximate Value: 20 M\$

Financing Source : EDC - Export Dev Corporation
DOM - Domestically funded

Contact : A.MCBRIDE TEL:613-992-0959
R.VANDERLOO, TLX:82671DOMCAN TH

AIRBORNE SURVEILLANCE RADAR

Approximate Value: 18 M\$

Financing Source : EDC - Export Dev Corporation
DOM - Domestically funded

Contact : A.MCBRIDE TEL:613-992-0959
R.VANDERLOO, TLX:82671DOMCAN TH

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RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BANGKOK

Market: THAILAND

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	450.00 \$M	550.00 \$M	600.00 \$M	760.00 \$M
Canadian Exports	3.50 \$M	7.50 \$M	9.50 \$M	14.00 \$M
Canadian Share of Market	0.78 %	1.36 %	1.58 %	1.84 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries	Market Share
JAPAN	50.00 %
UNITED STATES OF AMERICA	20.00 %
SWEDEN	6.00 %
SINGAPORE	5.00 %

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

Products/services for which there are good market prospects:

1. TELEPHONE SWITCHING EQUIPMENT
2. COMPUTERS AND SOFTWARE
3. SATELLITE EQUIPMENT
4. REMOTE SENSING/GIS
5. PACKET SWITCHING EQUIPMENT
6. CONSULTING SERVICES
7. RADIO EQUIPMENT
8. MICROWAVE EQUIPMENT
9. VIDEOTEX EQUIPMENT
10. BMA TOWER PROJECT (ONGOING PROJECT)
11. TELE-EDUCATION
12. SPECTRUM MANAGEMENT SYSTEM (ONGOING PROJECT)

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

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
- Provincial export promotion
- CIDA programs
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ASSIST CANADIAN PARTICIPATION IN SATELLITE PROJECT
Expected Results: CONTRACTS FOR SUB SYSTEMS

Activity: SPECTRUM MANAGEMENT STUDY
Expected Results: BID ON TENDER ISSUED BY PTU

Activity: COMPUTER MARKET STUDY
Expected Results: IDENTIFY NEW OPPORTUNITIES

Activity: UPDATE TELECOM MARKET STUDY
Expected Results: IDENTIFY NEW OPPORTUNITIES

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RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ASIACOMM '89 (AUGUST 89)
Expected Results: INTRODUCE CANADIAN CAPABILITIES

Activity: COMPUTER EQUIPMENT MISSION
Expected Results: INTRODUCE CANADIAN CAPABILITIES

Activity: DIRECTOR GENERAL OF PTU TO CANADA
Expected Results: VIEW SPECTRUM TECHNOLOGY

Activity: SENIOR TOT/CAT OFFICIALS TO CANADA (NTS FUNDING)
Expected Results: ENHANCE AWARENESS OF CANADIAN TECHNOLOGY.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: POSSIBLE CANADA/THAI MOU IN TELECOMMUNICATIONS
Expected Results: IMPROVE TECHNICAL COOPERATION.

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

COMMUNICATIONS TOWER

Approximate Value: 50 M\$
Financing Source : OTHER
Contact : R. MCALPINE, BANGKOK

COMMUNICATIONS FOR EASTERN
SEABOARD

Approximate Value: 60 M\$
Financing Source : OTHER
Contact : R. MCALPINE, BANGKOK

THAI SATELLITE

Approximate Value: 100 M\$
Financing Source : OTHER
Contact : R. MCALPINE, BANGKOK

VIDEOTEX SYSTEM

Approximate Value: 50 M\$
Financing Source : OTHER
Contact : R. MCALPINE, BANGKOK

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BANGKOK

Market: THAILAND

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2500.00 \$M	2000.00 \$M	1604.00 \$M	1304.00 \$M
Canadian Exports	35.00 \$M	25.00 \$M	18.10 \$M	3.60 \$M
Canadian Share of Market	1.40 %	1.25 %	1.23 %	0.28 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	45.00 %
GERMANY WEST	8.00 %
FRANCE	4.00 %
JAPAN	22.00 %
UNITED KINGDOM	4.00 %
SWITZERLAND	2.00 %

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

Products/services for which there are good market prospects:

1. POWER BOILER
2. SUB-STATION AND TRANSMISSION LINE PRODUCTS
3. CONTROL EQUIPMENT AND INSTRUMENTATION

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
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- QUALITY OF PRODS GOOD TO EXCELLENT
- BUT CDNS TEND TO NEGLECT PRICING

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP TO SEPT 88 ELECTRICAL MISSION TO THAILAND
Expected Results: STRENGTHEN CONTACTS MADE; SALES.

Activity: MAE MOH FOLLOW UP SALES - UNITS 12 AND 13.
Expected Results: HOPE TO CONTINUE WITH SOLE SOURCING FROM CANADA.

Activity: EGAT DISPATCHING CENTRE PROJ., SOUTH THAILAND (FOLLOW UP)
Expected Results: TO ENSURE CANADA MAKES SHORTLIST.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ELECTECH (JAN 19-23, 1990; NTS FUNDING)
Expected Results: PROFILE; SALES.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ASSIST CDN COS TO LOCATE RELIABLE LOCAL REPS & TO GIVE
Expected Results: INFORM CDN COMPANIES OF OPPORTUNITIES WHICH WILL RESULT IN INCREASING MARKET SHARE.

Activity: HAVE FREQUENT CONTACTS WITH EGAT FOR POTEN'L THERMAL/HYDRO
Expected Results: INCREASE AWARENESS OF CANADA AS A POTENTIAL SOURCE OF SUPPLY AND SERVICES.

Activity: FOLLOW UP FUTURE PROCUREMENTS ON POWER BOILER MAE MOH UNITS
Expected Results: FURTHER SALES OF POWER BOILERS AND POWER PLANTS TO EGAT.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

MAE MOH UNIT 11-19: 300 MW COAL FIRED POWER BOILERS
Approximate Value: 600 M\$
Financing Source :
Contact : A.MCBRIDE (613)995-7662
S.CHANTHACHAIWAT TLX.82671DMCN

KRABI LIGNITE POWER PLANT UNIT 4 75 MW
Approximate Value: 90 M\$
Financing Source :
Contact : A.MCBRIDE (613)995-7662
S.CHANTHACHAIWAT TLX.82671DMCN

500 KV TRANSMISSION SYSTEM FOR MAE MOH 11-19
Approximate Value: 260 M\$
Financing Source :
Contact : A.MCBRIDE (613)995-7662
S.CHANTHACHAIWAT TLX.82671DMCN

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BANGKOK

Market: THAILAND

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: MACHINERY AND EQUIPMENT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	100.00 \$M	120.00 \$M	150.00 \$M	200.00 \$M
Canadian Exports	0.05 \$M	0.07 \$M	0.06 \$M	0.09 \$M
Canadian Share of Market	0.05 %	0.06 %	0.04 %	0.05 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	50.00 %
JAPAN	22.00 %
SINGAPORE	12.00 %
UNITED KINGDOM	8.00 %
GERMANY WEST	3.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. DRILLING EQUIPMENT AND SERVICES
2. GAS TRANSMISSION EQUIPMENT
3. GEOLOGICAL SURVEYING
4. OILFIELD CHEMICALS
5. TRAINING SERVICES
6. PETROLEUM PLANT EQUIPMENT
7. CNG EQUIPMENT

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
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Market prospects have not been adequately explored
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: INITIATE PCIAAC TECHNICAL ASSISTANCE PROJECT IN BURMA.
Expected Results: INTRODUCE CANADIAN EXPERTISE.

Activity: INVITE PETRO VIETNAM REPS TO CANADA (NTS FUNDED)
Expected Results: ENHANCE REPUTATION OF CANADIAN TECHNOLOGY.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: VISITORS TO NATIONAL PETROLEUM SHOW 1990, CALGARY
Expected Results: ENHANCE CANADIAN REPUTATION IN MARKET.

Activity: VISITORS TO INTERCAN SHOW 1989, EDMONTON
Expected Results: ENHANCE CANADIAN REPUTATION IN MARKET.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: OIL AND GAS MISSION TO VIETNAM (POSSIBLE)
Expected Results: DEVELOP NEW MARKET.

Activity: REPORT ON PETROLEUM INDUSTRY - VIETNAM
Expected Results: ENHANCE AWARENESS OF OPPORTUNITIES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

TECHNICAL ASSISTANCE, BURMA	Approximate Value:	3 M\$
	Financing Source :	OTHER
	Contact	: R. MCALPINE, BANGKOK

OFFSHORE GAS PIPELINE, THAILAND	Approximate Value:	50 M\$
	Financing Source :	OTHER
	Contact	: R. MCALPINE, BANGKOK

OFFSHORE CONCESSIONS, VIETNAM	Approximate Value:	0 M\$
	Financing Source :	OTHER
	Contact	: R. MCALPINE, BANGKOK

PAYAGON GAS PROJECT, BURMA	Approximate Value:	70 M\$
	Financing Source :	IBRD - World Bank
	Contact	: R. MCALPINE, BANGKOK

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: BANGKOK

Country: THAILAND

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

THAILAND IS A NET IMPORTER OF CAPITAL AND TECHNOLOGY. ITS CURRENTLY BOOMING DOMESTIC ECONOMY IS CREATING A CAPITAL SHORTAGE TO FULFILL DOMESTIC, PRIVATE SECTOR EXPECT. THAILAND SHOULD NOT BE CONSIDERED AS A SOURCE OF INVESTMENT OR ENTREPRENEURIAL CAPITAL. ISOLATED EXCEP DO EXIST, NOT ENOUGH

89/01/30 RP-A14 PEMD - Government Initiated Activities 1988

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Post : BANGKOK

<u>Start Date</u>	<u>Event Name, Location & Type</u>	<u>Sector/Contact</u>
89/05/00	AUTOMOTIVE PARTS OUTGOING MISSION TO BANGKOK MISSION OUT, INDUSTRY	TRANSPORT SYS,EQUIP,COMP,SERV.
89/05/00	RAILWAY MISSION TO BANGKOK MISSION OUT, INDUSTRY	TRANSPORT SYS,EQUIP,COMP,SERV.
89/08/00	ASIA COMM '89 BANGKOK INFO BOOTH, WITH GROUP	ADVANCED TECH. PROD. & SERV
89/10/00	MEDICAL/HOSPITECH'89 - THAILAND INFO BOOTH, ONLY	EDUCATION,MEDICAL,HEALTH PROD
90/02/00	MINING MISSION TO S.E. ASIA MISSION OUT, INDUSTRY	MINE,METAL,MINERAL PROD & SRV

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RPTB1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: COLOMBO

Country: SRI LANKA

UNTIL RECENTLY THE RESPONSIBILITY FOR THE TRADE AND INDUSTRIAL PROGRAMME FOR SRI LANKA NOMINALLY RESTED WITH OUR MISSION IN NEW DELHI, BUT OFFICIALS AT THAT POST WERE PREVENTED FROM DIVERTING THE NECESSARY TIME AND EFFORT FROM THEIR PRIMARY PREOCCUPATIONS IN THE LARGER INDIAN MARKET TO DEVELOPING THE RELATIVELY SMALL BUT NOT INSIGNIFICANT COMMERCIAL OPPORTUNITIES IN SRI LANKA. ON THE INITIATIVE THEREFORE, OF THIS MISSION, THE RESPONSIBILITY WAS FORMALLY TRANSFERRED TO COLOMBO IN 1988. CANADIAN EXPORTS TO SRI LANKA IN 1988 FOR THE PERIOD ENDING JULY TOTALLED \$13.9 MILLION. THE VALUE OF EXPORTS FOR THE SAME PERIOD IN 1987 WAS \$20.8 MILLION (\$35 MILLION FOR THE FULL CALENDAR YEAR). PRINCIPAL EXPORTS WERE WHEAT, ASBESTOS, WOOD PULP, POLYPROPYLENE AND ZINC. THE PROJECTION IN THE NEAR TERM IS FOR LITTLE CHANGE IN THIS PATTERN. WHEN AND IF POLITICAL STABILITY IS RESTORED ON THE ISLAND, THERE IS EVERY LIKEHOOD THAT A MAJOR PROGRAMME OF RECONSTRUCTION AND REHABILITATION WILL BE SET IN MOTION WITH THE PARTICIPATION OF THE INTERNATIONAL AID COMMUNITY, PROVIDING CANADIAN OPPORTUNITIES IN TELECOMMUNICATIONS, RAIL TRANSPORT, DEFENCE AND ENERGY. WE HAVE SUGGESTED THAT EXPORTERS SHOULD EXERT SOME EFFORT IN DEVELOPING THESE MARKETS NOW. CONCERNING RESOURCE REQUIREMENTS, WE CONSIDER THAT THE CURRENT COMPLEMENT OF 0.3 PY OF CBS SUPPORTED BY A LOCALLY-ENGAGED ASSISTANT WILL BE ADEQUATE FOR THE TIME BEING AS A HOLDING OPERATION IN THIS FIELD PENDING EXPANSION OF THE MARKET AS A CONSEQUENCY OF CONDITIONS DESCRIBED ABOVE. PROVISION SHOULD BE MADE FOR ADEQUATE TRAINING OF THE TWO INCUMBENTS, EITHER AT HEAD-QUARTERS OR AT ADJACENT TRADE MISSIONS, IN CURRENT OFFICE MANAGEMENT PROCEDURES IN THIS PROGRAMME.

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RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: COLUMBO

Country: SRI LANKA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV.
EXPECT PLANS FOR MASSIVE EXPANSION OF FACILITIES IN THIS FIELD TO BE IMPLEMENTED SHORTLY.
2. POWER & ENERGY EQUIP. & SERV.
WITH SRI LANKA'S REQUIREMENT FAR IN EXCESS OF CURRENT RESOURCES, HIGH PRIORITY ATTENTION IS BEING PAID TO DEVELOPMENT OF ALTERNATIVE SOURCES OF ENERGY. AWARENESS OF CANADIAN CAPABILITIES WILL PROMOTE PROSPECTS FOR CANADIAN PARTICIPATION.
3. TRANSPORT SYS, EQUIP, COMP, SERV.
EXPECT IMPROVEMENTS TO BE EFFECTED SHORTLY. CANADIAN FUNDS LIKELY TO BE PROVIDED FOR IMPROVEMENTS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. GRAINS AND OILSEEDS	4. MINE, METAL, MINERAL PROD & SRV
2. MINE, METAL, MINERAL PROD & SRV	5. CONSUMER PRODUCTS & SERVICES
3. FOREST PRODUCTS, EQUIP, SERVICES	6. MINE, METAL, MINERAL PROD & SRV

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: COLOMBO

Market: SRI LANKA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	8.15 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries Market Share

JAPAN	70.00 %
FINLAND	10.00 %
FRANCE	10.00 %
SWEDEN	10.00 %

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

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector.
- Aggressive marketing
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited Canadian capabilities

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: COLOMBO

Market: SRI LANKA

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: TEMIC: SENIOR MANAGEMENT PROGRAM

Expected Results: FAMILIARIZATION WITH CDN CAPABILITIES IN FIELD.

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

INDUSTRY WIDE EXHIBITION

Approximate Value: 0 M\$

Financing Source : OTHER

Contact :

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: COLOMBO

Market: SRI LANKA

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: HYDRO

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	102.00 \$M	174.00 \$M	220.00 \$M	0.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries	Market Share
UNITED KINGDOM	0.00 %
JAPAN	0.00 %
NETHERLANDS	0.00 %
SWITZERLAND	0.00 %
GERMANY WEST	0.00 %

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

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited Canadian capabilities

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: COLOMBO

Market: SRI LANKA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: RAIL

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	3.70 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Exports	0.70 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	19.00 %	0.00 %	0.00 %	0.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries	Market Share
UNITED KINGDOM	0.00 %
GERMANY WEST	0.00 %
JAPAN	0.00 %
INDIA	0.00 %

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

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: DHAKA

Country: BANGLADESH

THE ECONOMY OF BANGLADESH SHOWED ONLY SLIGHT GROWTH IN 1988. RECORD FLOODS FOR THE SECOND YEAR IN A ROW HAVE FURTHER INHIBITED RECOVERY AND WILL DO SO WELL INTO 1989. AGRICULTURAL OUTPUT (46% OF GDP) MAY BE LESS THAN IN 1987. INDUSTRIAL PRODUCTION WILL ALSO BE REDUCED TO A STILL POSITIVE 4% GROWTH, WITH THE EXPORT SECTOR OF TEXTILES AND GARMENTS BEING HARDEST HIT. THE GOVERNMENT'S DEVELOPMENT STRATEGIES ARE GENERALLY SOUND, AND CONSTRUCTIVE FISCAL AND ECONOMIC POLICIES HAVE HELPED MAINTAIN DONOR SUPPORT. THE AMBITIOUS TARGETS OF THE 1985-90 FIVE-YEAR PLAN WILL NOT BE MET. THE DEFICIT IN THE BALANCE OF PAYMENTS MAY INCREASE BY 20% TO \$2.1 BILLION. THE CURRENT ACCOUNT DEFICIT WILL INCREASE BECAUSE OF IMPORTS OF REPLACEMENT MACHINERY AND INCREASED COMMERCIAL FOOD GRAIN IMPORTS. THE EXPORT SECTOR WILL SHOW LOW GROWTH DUE TO DEPRESSED DEMAND AND PRICES FOR JUTE (MAIN EXPORT) AND INTERNATIONAL RESTRICTIONS ON GARMENT EXPORTS. MOST OF THE BALANCE OF PAYMENTS IMBALANCE IS FINANCED THROUGH MASSIVE FOREIGN AID TRANSFERS. THE CHRONIC GOVERNMENT DEFICIT IS NOT LIKELY TO IMPROVE. GOVERNMENT REVENUES HAVE BEEN INCREASED BY IMPROVED RECOVERY AND RECENT INCREASES IN TAX AND SERVICE RATES. EXPENDITURES HAVE ALSO INCREASED DUE TO FLOOD REHABILITATION EFFORTS. GOVERNMENT AUSTERITY MEASURES WILL CONTINUE. MAJOR INVESTMENTS MOSTLY FUNDED BY FOREIGN AID ARE OCCURRING IN TELECOMMUNICATIONS, TRANSPORTATION, OIL AND GAS, AND AGRICULTURE. THE PRIVATE SECTOR IS LARGELY BASED ON IMPORT SUBSTITUTION AND EXPORT OF NON-TRADITIONAL ITEMS. PRIVATE INVESTMENT IS DEPRESSED DUE TO GOVERNMENT AUSTERITY AND THE LACK OF LONG TERM POLITICAL STABILITY. FOREIGN PRIVATE INVESTMENT IN THE COUNTRY IS MOSTLY IN TEXTILES AND SOME IMPORT SUBSTITUTION FACILITIES. OVER THE MEDIUM TERM, GROWTH IN THE BANGLADESH ECONOMY WILL CONTINUE TO BE DOMINATED BY AGRICULTURE PROVIDED THAT A STABLE POLITICAL AND ECONOMIC CLIMATE CAN BE ESTABLISHED AND THAT THE NEXT FLOOD IS NOT AS SERIOUS. FOR THE FORESEEABLE FUTURE, BANGLADESH WILL CONTINUE TO RELY HEAVILY ON ODA FOR MOST CAPITAL INVESTMENT. IN THE COMING YEAR, CANADIAN TRADE PROSPECTS WILL ARISE MAINLY FROM SPINOFFS OF CIDA PROJECTS AND INVOLVEMENT IN IFI DEVELOPMENT PROJECTS. MAJOR PROJECTS INVOLVE OIL AND GAS AND THE JAMUNA BRIDGE. PURELY COMMERCIAL DEALS SHOULD BE MAINTAINED AT A MODEST LEVEL, WITH ONE OR TWO LARGE SALES (WHEAT, AIRCRAFT). FINANCING WILL BE AN IMPORTANT ASPECT OF SUCCESSFUL CANADIAN PROPOSALS AS WILL THE APPOINTMENT OF COMPETENT LOCAL AGENTS. JOINT VENTURES SHOW A DISTINCT POSSIBILITY FOR GROWTH.

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RPT81 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: HONG KONG

Country: HONG KONG

HONG KONG IS A SERVICE ORIENTED ECONOMY WITH BANKING AND FINANCE, SHIPPING, AND COMMUNICATIONS AS THE PREDOMINANT SECTORS. LIGHT MANUFACTURING IN TRADITIONAL AREAS SUCH AS PLASTIC TOYS, WATCHES AND CLOCKS, CLOTHING AND TEXTILES, AND HOME ELECTRONICS CONTINUES. THERE IS A RECENT SHIFT IN PRODUCTION OUT OF HONG KONG INTO THE SPECIAL ECONOMIC ZONES (SEZ), PARTICULARLY SHENZHEN, IN PRC. TOURISM ALSO PLAYS A MAJOR ROLE IN THE ECONOMY. BUSINESS VISITS WILL PROBABLY INCREASE DUE TO ADDITIONAL TRADE SHOW ACTIVITIES IN HONG KONG NOW THAT THE NEW TRADE AND CONVENTION FACILITY HAS COME ON STREAM.

HONG KONG ECONOMIC PERFORMANCE HAS BEEN AND CONTINUES TO BE BUDYANT. REAL GDP IN 1987 GREW 13.5% OVER 1986 AND THE CUKRENT ADJUSTED PROJECTION FOR 1988 IS 6%. EXPORTS AND IMPORTS ARE ONCE AGAIN EXPECTED TO GROW BUT A NEW ELEMENT IN THE PICTURE IS THE FACT THAT RE-EXPORTS NOW EXCEED 50% OF TOTAL HONG KONG SHIPMENTS. THIS IS A RESULT OF HONG KONG MANUFACTURERS CONTRACTING OUT TO GUANGDONG PROVINCE IN CHINA. A COMPARISON OF JAN./SEPT. STATISTICS SHOWS CANADIAN EXPORTS INCREASED FROM C\$219 MILLION TO C\$300 MN (UP OVER 35%) WHILE HONG KONG EXPORTS TO CANADA ROSE 7% FROM C\$641 MILLION TO C\$688 MILLION NARROWING THE TRADE GAP.

A GROWING PROBLEM OF "BRAIN DRAIN" (DUE TO EMIGRATION) TOGETHER WITH A CRITICAL LABOUR SHORTAGE HAS CONTRIBUTED TO A WAGE/PRICE SPIRAL. PROPERTY VALUE AND BASIC SERVICE INCREASES AND THE HONG KONG/US DOLLAR LINK HAVE ALSO CONTRIBUTED TO INFLATIONARY PRESSURE.

RECENT PROJECTIONS SUGGEST AN ECONOMIC SLOWDOWN IN 1989 RESULTING IN PART FROM A DOWNTURN IN EXPORTS TO THE USA, AND CANCELLATION/CUTBACKS OF PROJECTS IN THE PRC. CANADA/HONG KONG TRADE IN 1989 MAY NEVERTHELESS INCREASE. SIGNIFICANT INCREASED CANADIAN SALES ARE FUELLED BY THE ACCEPTANCE OF AND INDEED DEMAND FOR THE GOLD MAPLE LEAF COIN (20% OF CANADIAN EXPORTS TO HONG KONG) COUPLED WITH THE INTRODUCTION OF PLATINUM AND SILVER COINS.

POLLUTION CONTROL SERVICES AND EQUIPMENT ARE REQUIRED. CONTINUED RESIDENTIAL/COMMERCIAL BUILDING CONSTRUCTION PROVIDE EXCELLENT OPPORTUNITIES IN TECHNIQUES, MATERIAL AND SUPPLIES, (INCLUDING FURNITURE AND WALL TREATMENTS). ONWARD SHIPMENTS INTO PRC OF COMMODITIES AND PRODUCTS WILL EXPAND AS PRC DEVELOPS A MARKET ORIENTED ECONOMY.

ELECTRONICS AND TELECOMMUNICATIONS EQUIPMENT REQUIREMENTS OFFER EXCELLENT OPPORTUNITIES FOR CANADIAN SUPPLIERS.

IN THE TOURISM AREA, TRAVEL FIGURES ARE UP BUT FURTHER GROWTH IS LIMITED BY A SEVERE SHORTAGE OF AIR LIFT CAPACITY.

HONG KONG IS A MARKET WITH NO CURRENCY RESTRICTIONS, LANGUAGE BARRIERS, FEW TARIFFS AND VIRTUALLY NO NON-TAKIFF BARRIERS. IT PROVIDES EXCELLENT TRANSPORTATION AND COMMUNICATION NETWORKS AND SERVES AS THE CENTRE FOR ENTREPOT TRADE WITH THE PRC. AS HONG KONG IMPORTS VIRTUALLY EVERYTHING IT CONSUMES, BOTH RAW MATERIAL AND FINISHED GOODS, THE OPPORTUNITIES FROM CANADIAN COMPANIES ARE EXCELLENT.

ON MACAU, OUR RESOURCES LEAVE US LITTLE CHOICE BUT TO DEAL WITH THIS

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTBL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: HONG KONG

Country: HONG KONG

MARKET PRIMARILY ON A RESPONSIVE BASIS. IT DOES NOT HOLD OUT MAJOR OPPORTUNITIES FOR CANADIAN COMPANIES.

RPTB2 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM
89/90 EXPORT PROMOTION PRIORITIES

Mission: HONG KONG

Country: HONG KONG

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. CONSTRUCTION INDUSTRY

INCREASE IN CONSTRUCTION INDUSTRY IN LAST FEW YEARS & PROJECTED TO CONTINUE IN NEXT 3-4 YEARS. RECENT INCREASE IN NUMBER CANADIAN FIRMS ACTIVELY SELLING BUILDING PRODUCTS. RECENT ENTRY OF CANADIANS INTO SEVERAL BUILDING PRODUCTS SUBSECTORS.

2. ADVANCED TECH. PROD. & SERV

GROWING AWARENESS OF CANADIAN CAPABILITY AS CANADIAN COMPANIES SUCCESSFULLY COMPETE IN MARKET. DEREGULATION OF TELECOM MARKET WILL LEAD TO INCREASED OPPORTUNITIES.

3. OTHER SERVICES

INCREASED IMPORTANCE OF RE-EXPORT MARKET TO HONG KONG ECONOMY. INCREASING USE OF ENTREPOUT TRADERS BY PRC (FOR IMPORTS & EXPORTS) TO SERVICE ITS TRADING REQUIREMENTS. HONG KONG BASED ENTREPOUT TRADERS SERVICE ALL COUNTRIES IN ASIA/PACIFIC REGION.

4. AGRI & FOOD PRODUCTS & SERVICE

SOME 15 HOTELS TO BE CONSTRUCTED OVER NEXT TEN YEARS. INCREASING NEED TO AUTOMATE FOOD PROCESSING IN LARGE RESTAURANT INSTALLATIONS DUE TO SERIOUS LABOUR SHORTAGE.

5. DEFENCE PROGRAMS, PRODUCTS, SERV

LOCAL MARKET INCREASINGLY CONCERNED WITH SECURITY SYSTEMS IN NEW HOTEL AND RESIDENTIAL BUILDINGS. RESPONSIBILITY FOR HONG KONG SECURITY BEING TRANSFERRED FROM UK ARMY/NABY TO HK POLICE FORCE WHICH MAY OPEN DOOR TO CANADIAN DEFENCE PRODUCTS.

6. EDUCATION, MEDICAL, HEALTH PROD

HONG KONG GOVERNMENT PLANS TO ADD SOME 10,000 NEW HOSPITAL BEDS IN THE NEXT 10 YEARS. INCREASING RISE IN PER CAPITA GDP LEADING TO GREATER DEMANDS FOR IMPROVED HEALTH CARE FROM POPULATION.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. CHEM PROD & PETROCHEM, EQP, SERV
2. FOREST PRODUCTS, EQUIP, SERVICES
3. MINE, METAL, MINERAL PROD & SRV

4. CONSUMER PRODUCTS & SERVICES
5. ADVANCED TECH. PROD. & SERV
6. CONSUMER PRODUCTS & SERVICES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: MEATS & MEAT BY-PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	878.00 \$M	890.00 \$M	980.00 \$M	1200.00 \$M
Canadian Exports	3.30 \$M	5.70 \$M	10.00 \$M	14.00 \$M
Canadian Share of Market	0.40 %	0.60 %	1.00 %	1.20 %

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

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	65.20 %
UNITED STATES OF AMERICA	12.80 %
BRAZIL	3.90 %
AUSTRALIA	3.20 %
NEW ZEALAND	2.40 %
DENMARK	1.20 %

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

Products/services for which there are good market prospects:

1. PORK & PORK PRODUCTS
2. BEEF FROZEN
3. POULTRY WINGS
4. FROZEN SAUSAGES
5. EDIBLE BEEF OFFALS
6. EDIBLE PORK OFFALS

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Market prospects have not been adequately explored

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INCOMING BUYING MISSION FOR REPRESENTATIVES OF PARK N SHOP,
Expected Results: C\$1,000,000

Activity: PARTICIPATING W/PROV IN IN-STORE FOOD & BEVERAGE PROMOTION
Expected Results: C\$3,000,000

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: SEMI & PROCESSED FOOD & DRINK

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2274.00 \$M	2427.70 \$M	2718.60 \$M	2990.50 \$M
Canadian Exports	8.50 \$M	9.40 \$M	13.00 \$M	19.00 \$M
Canadian Share of Market	0.40 %	0.40 %	0.50 %	0.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	32.70 %
UNITED STATES OF AMERICA	17.30 %
THAILAND	7.00 %
JAPAN	6.30 %
AUSTRALIA	5.00 %
TAIWAN	4.00 %

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

Products/services for which there are good market prospects:

1. FRESH EGGS
2. POULTRY WINGS
3. FRESH APPLES
4. CANNED VEGETABLES
5. CANNED FRUITS
6. FRUIT JUICES
7. CONFECTIONERY
8. MILK POWDER IN BULK PACKS

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Market prospects have not been adequately explored

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INCOMING BUYING MISSION FRO REPRESENTATIVES OF PARK N SHOP,
Expected Results: C\$1,000,000

Activity: PARTICIPATING W/PROV IN IN-STORE FOOD & BEVERAGE PROMOTION
Expected Results: C\$3,000,000

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: FOOD HANDLING, PROCESSING EQUIP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	315.30 \$M	389.20 \$M	562.30 \$M	650.00 \$M
Canadian Exports	1.20 \$M	1.40 \$M	2.00 \$M	4.00 \$M
Canadian Share of Market	0.40 %	0.40 %	0.40 %	0.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries Market Share

JAPAN	30.60 %
PEOPLE'S REP OF CHINA	14.20 %
TAIWAN	15.20 %
UNITED STATES OF AMERICA	10.50 %
GERMANY WEST	5.20 %
ITALY	4.70 %

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

Products/services for which there are good market prospects:

1. KITCHEN & CATERING EQUIPMENT

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PREPARATION FOR HOFEX'89.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: HOFEX'89 (ASIAN INT'L EXH OF HOTEL & CATERING SYSTEMS ETC.)
Expected Results: C\$1 - 1.5 MILLION

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SEMINAR IN HK W/ARCHITECTS/DESIGNERS/SPECIFIERS IN JAN'90.
Expected Results: C\$2 - 2.5 MILLION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

HOTEL CONSTRUCTION(15 NEW HO- Approximate Value: 20 M\$

TELS WILL BE BUILT IN NEXT 3 Y Financing Source : OTHER

Contact

: COMMISSION FOR CANADA, H.K. &
EXTOTT/PNC

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: FISH & SHELLFISH & OTHER PROD

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	636.60 \$M	1046.40 \$M	1085.00 \$M	1140.00 \$M
Canadian Exports	4.70 \$M	13.80 \$M	16.00 \$M	21.00 \$M
Canadian Share of Market	0.70 %	1.30 %	1.50 %	1.90 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	37.60 %
JAPAN	12.30 %
VIETNAM	7.70 %
MACAO	6.40 %
SINGAPORE	5.30 %
AUSTRALIA	5.20 %

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

Products/services for which there are good market prospects:

1. SHRIMP, FROZEN
2. SHARKS FINS DRIED
3. MOLLUSCS NES SALTED/DRIED
4. MARINE WATER FISH, SALTED/DRIED
5. MOLLUSCS NES FRESH, FROZEN
6. CRUSTACEAN NES FRESH, FROZEN
7. MARINE WATER FISH FROZEN
8. SQUID, DRIED
9. SEA CUCUMBER, DRIED
10. FISH FILLETS, FROZEN
11. SQUID, FROZEN
12. OYSTER FRESH, CHILLED OR FROZEN

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Market prospects have not been adequately explored

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INCOMING BUYING MISSION FOR REPRESENTATIVES OF PARK N SHOP.
Expected Results: C\$1,000,000

Activity: WELLCOME CO.LTD., & OTHER FISH IMPORTERS IN 89/90 TO VISIT CD

Activity: PARTICIPATING W/PROV IN IN-STOCK FOOD & BEVERAGE PROMOTION
Expected Results: C\$3,000,000

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: SECURITY PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	122.00 \$M	209.00 \$M	210.00 \$M	220.00 \$M
Canadian Exports	0.80 \$M	0.27 \$M	0.20 \$M	1.10 \$M
Canadian Share of Market	0.60 %	0.13 %	0.10 %	0.50 %

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	30.30 %
PEOPLE'S REP OF CHINA	14.20 %
UNITED KINGDOM	14.10 %
JAPAN	11.80 %
GERMANY WEST	4.00 %
TAIWAN	3.90 %

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

Products/services for which there are good market prospects:

1. ANTI-TERRORISM DEVICES
2. BORDER SECURITY
3. CCTV
4. VAULTS, SAFES, LOCKS
5. AIRCRAFT ENGINES, PARTS
6. EMERGENCY TELECOMS
7. RADARS, SURVEILLANCE
8. PATROL VESSELS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Trade Fair activity
- Strong sectoral capability in Canada

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- BIAS BUYING HABIT TOWARD TRADITION-
- NAL SUPPLIERS (BRITISH)

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP MKT IDENT EFFORTS OF NEW SUPPLIERS INTRO AT HITEC
Expected Results: WORK WITH AT LEAST 5 NEW SUPPLIERS IN ATTEMPT TO SECURE CUSTOMERS AND/OR DISTRIBUTORS

Activity: MKT STUDY FOCUSING ON IDENT FULL EXTENT OF THE SECTOR, KEY
Expected Results: CONTRACT OUR STUDY & EVALUATE & REPORT RESULTS BY MID 1989

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SECURE TDD ASSISTANCE IN INCLUDING HK IN ANY RELEVANT VISITS
Expected Results: AT LEAST 1 SUCH VISIT TO HELP PUBLICIZE CANADIAN TECHNOLOGY

Activity: PROTECT ASIA'90 (JAN)
Expected Results: OBTAIN OTTAWA APPROVAL FOR A CDN PAVILLION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

CCTV SYSTEM FOR HKH POLICE	Approximate Value: 0 M\$
	Financing Source : DOM - Domestically funded
	NFR - No external finding req'd
	Contact : HONG KONG
CCTV SYSTEM FOR CIVIL AVIATION DEPT	Approximate Value: 0 M\$
	Financing Source : DOM - Domestically funded
	NFR - No external finding req'd
	Contact : HONG KONG
DISABLED AIRCRAFT RECOVERY TRANSPORT SYSTEM	Approximate Value: 1 M\$
	Financing Source : DOM - Domestically funded
	NFR - No external finding req'd
	Contact : HONG KONG
ANTI-RIOT EQUIPMENT	Approximate Value: 10 M\$
	Financing Source : DOM - Domestically funded
	NFR - No external finding req'd
	Contact : HONG KONG

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KPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	945.00 \$M	1700.00 \$M	2000.00 \$M	2100.00 \$M
Canadian Exports	16.80 \$M	16.00 \$M	20.00 \$M	30.00 \$M
Canadian Share of Market	1.70 %	1.00 %	1.00 %	1.40 %

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

Major Competing Countries	Market Share
JAPAN	40.10 %
PEOPLE'S REP OF CHINA	19.60 %
TAIWAN	16.00 %
UNITED STATES OF AMERICA	8.70 %
KOREA	3.60 %
UNITED KINGDOM	3.40 %

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

Products/services for which there are good market prospects:

1. LINE TELEPHONE, PABX
2. CELLULAR TELEPHONES
3. INTEGRATED RADIO SYSTEM
4. RADIO NAVIGATION AIDS
5. TELECOM EQUIPMENT - FIBRE OPTIC
6. AERIALS & REFLECTORS
7. CABLE TV EQUIPMENT

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
- Trade Fair activity
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

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RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CABLE TV NETWORK EQUIPMENT SUPPLY CONTRACT
Expected Results: AT LEAST 1 OR 2 SUPPLIERS WILL BE SECURED

Activity: MOBILE DATA NETWORK - FIRE SERVICES 2ND GENERATION
Expected Results: AT LEAST 1 OR 2 SUPPLIERS WILL BE SECURED

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: COMMTel ASIA'89, DEC 5-8
Expected Results: INTEREST 5 TO 10 CDN COS TO PARTICIPATE VISIT IN 1989. LOCAL PUBLICITY OF CDN PRODUCTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: COMMTel ASIA'90, DEC 4-7
Expected Results: OBTAIN OFFICIAL CANADIAN PARTICIPATION WITH 15 TO 20 COMPANIES IN 1990

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

CABLE TV NETWORK EQUIPMENT
SUPPLY

Approximate Value: 200 M\$
Financing Source : DOM - Domestically funded
NFR - No external fnding req'd
Contact : HONG KONG

FIRE SERVICES 2ND GENERATION
MOBILING SYSTEM

Approximate Value: 15 M\$
Financing Source : DOM - Domestically funded
NFR - No external fnding req'd
Contact : HONG KONG

RADIO TELEVISION HK - VHF/WF
RADIO SERVICES

Approximate Value: 3 M\$
Financing Source : DOM - Domestically funded
NFR - No external fnding req'd
Contact : HONG KONG

VARIOUS GOVERNMENT, PRIVATE,
TELECOMS

Approximate Value: 0 M\$
Financing Source : DOM - Domestically funded
NFR - No external fnding req'd
Contact : HONG KONG

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE & COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	455.00 \$M	528.00 \$M	650.00 \$M	728.00 \$M
Canadian Exports	2.00 \$M	1.00 \$M	2.00 \$M	10.00 \$M
Canadian Share of Market	0.40 %	0.20 %	0.30 %	1.40 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

JAPAN	38.00 %
UNITED STATES OF AMERICA	28.00 %
SINGAPORE	10.50 %
TAIWAN	3.70 %
UNITED KINGDOM	3.30 %
PEOPLE'S REP OF CHINA	2.20 %

Products/services for which there are good market prospects:

1. SOFTWARE (HK GOVT DEPT)
2. SYSTEMS DESIGN
3. PERIPHERALS
4. DATACOM EQUIPMENT, NETWORK
5. COMPUTER PARTS & SUBSYSTEM

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
- Trade Fair activity
- Competitive pricing
- willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

- Activity: HOSPITALS INFORMATION SYSTEM (4 MILLION)
- Activity: URBAN COUNCIL LIBRARY AUTOMATION (3 MILLION)
- Activity: RHK POLICE COMPUTER ASSISTED FINGERPRINT IDENTIFICATION SYST
- Activity: HK INLAND REVENUE DEPT - AN APPLICATION DEVELOPMENT TOOL(1M)

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

- Activity: CO-SPONSORSHIP OF SOFTWARE EXH 89, &/OR AUTOTECH 89 OR SIM EV
- Expected Results: LOCAL PUBLICITY OF CANADIAN PRODUCTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

HOSPITAL INFORMATION SYSTEM

Approximate Value: 3 M\$
Financing Source : DOM - Domestically funded
NFR - No external finding req'd
Contact : HONG KONG

GOVT DATA PROCESSING AGENCY

Approximate Value: 4 M\$
Financing Source : DOM - Domestically funded
NFR - No external finding req'd
Contact : HONG KONG

HK TREASURY

Approximate Value: 3 M\$
Financing Source : DOM - Domestically funded
NFR - No external finding req'd
Contact : HONG KONG

IMMIGRATION DEPT

Approximate Value: 3 M\$
Financing Source : DOM - Domestically funded
NFR - No external finding req'd
Contact : HONG KONG

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : FOREST PRODUCTS,EQUIP,SERVICES

Sub-Sector: PULP AND PAPER PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	170.60 \$M	256.80 \$M	285.00 \$M	300.00 \$M
Canadian Exports	19.50 \$M	34.30 \$M	50.00 \$M	60.00 \$M
Canadian Share of Market	11.40 %	13.30 %	18.00 %	20.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	32.00 %
CANADA	19.00 %
SOUTH AFRICA	7.30 %
KOREA	6.40 %
NEW ZEALAND	6.20 %
PEOPLE'S REP OF CHINA	4.40 %

Products/services for which there are good market prospects:

1. NEWSPRINT
2. KRAFT PAPER/LINERBOARD

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PED support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- AGGRESSIVE SALES FOLLOW
- UP.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Limited Canadian capabilities
- LACK OF QUANTITIES FROM CANADIAN
- PRODUCERS IN THIS SECTOR/SUBSECTOR

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: NIL. CDN SUPPLIERS ARE LONG & WELL ESTABLISHED IN H.K.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: NIL. CDN SUPPLIERS ARE LONG & WELL-ESTABLISHED IN H.K.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : MINE,METAL,MINERAL PROD & SRV

Sub-Sector: METALS, PRIMARY & FABRICATED

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1032.00 \$M	3392.00 \$M	7500.00 \$M	8000.00 \$M
Canadian Exports	62.60 \$M	119.00 \$M	450.00 \$M	600.00 \$M
Canadian Share of Market	6.00 %	3.50 %	6.00 %	7.50 %

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

Major Competing Countries

Market Share

SWITZERLAND	41.00 %
AUSTRALIA	17.50 %
UNITED KINGDOM	13.40 %
PEOPLE'S REP OF CHINA	9.80 %
CANADA	3.50 %
UNITED STATES OF AMERICA	1.90 %

Products/services for which there are good market prospects:

1. GOLD & GOLD COINS
2. ALUMINIUM UNWROUGHT
3. NICKLE UNWROUGHT
4. ZINC UNWROUGHT
5. ZINC ALLOY UNWROUGHT
6. PLATINUM

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- AGRESSIVE SALES FOLLOW UP

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- LACK OF QUANTITIES FROM CANADIAN
- PRODUCERS IN THIS SECTOR/SUBSECTOR

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: NIL. CANADIAN SUPPLIERS ARE WELL-ESTABLISHED

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: NIL. CANADIAN SUPPLIERS ARE WELL-ESTABLISHED

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : CHEM PROD & PETROCHEM, EQP, SERV

Sub-Sector: CHEM & PETROCHEM PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1535.00 \$M	2494.00 \$M	3300.00 \$M	3500.00 \$M
Canadian Exports	16.20 \$M	40.50 \$M	60.00 \$M	80.00 \$M
Canadian Share of Market	1.00 %	1.60 %	1.80 %	2.30 %

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

Major Competing Countries

Market Share

JAPAN	18.15 %
UNITED STATES OF AMERICA	17.00 %
TAIWAN	12.00 %
PEOPLE'S REP OF CHINA	10.00 %
CANADA	1.60 %

Products/services for which there are good market prospects:

1. ORGANIC CHEMICALS
2. ARTIFICIALS RESINS & PLASTIC RAW MATERIALS

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- AGGRESSIVE SALES FOLLOW UP

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- LACK OF QUANTITIES FROM CANADIAN PRODUCERS IN THIS SECTOR/SUBSECTOR

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: NIL. CANADIAN SUPPLIERS ARE WELL ESTABLISHED

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: NIL. CANADIAN SUPPLIERS ARE WELL-ESTABLISHED

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: APPAREL (CLOTH,FUR,SHOES) TEXT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	280.30 \$M	447.20 \$M	500.00 \$M	510.00 \$M
Canadian Exports	2.10 \$M	3.70 \$M	4.50 \$M	6.00 \$M
Canadian Share of Market	0.70 %	0.80 %	0.90 %	1.10 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

TAIWAN	17.90 %
JAPAN	9.30 %
PEOPLE'S REP OF CHINA	8.90 %
UNITED STATES OF AMERICA	8.90 %
ITALY	8.40 %
INDIA	7.60 %

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

Products/services for which there are good market prospects:

1. LEATHER OF BOVINE & EQUINE
2. UPPER LEATHER OF BOVINE & EQUINE
3. LEATHER OF SHEEP/LAMB SKIN
4. LEATHER SCRAP

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: NEW SECTOR OF CONCENTRATION

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: IDENTIFY KEY IMPORTERS

Expected Results: 10-20 IMPORTERS TO BE SELECTED WITH INTEREST IN CANADIAN PRODUCTS

Activity: IDENTIFY LOCAL DISTRIBUTION SYSTEM

Activity: IDENTIFY CANADIAN COMPANIES INTERESTED IN ASIA MARKET

Expected Results: INCREASE CANADIAN EXPORTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: FURNITURE & APPLIANCES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	256.00 \$M	336.00 \$M	400.00 \$M	450.00 \$M
Canadian Exports	0.40 \$M	0.60 \$M	1.00 \$M	1.50 \$M
Canadian Share of Market	0.10 %	0.20 %	0.30 %	0.30 %

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

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	36.00 %
TAIWAN	16.50 %
ITALY	10.20 %
JAPAN	8.10 %
KOREA	4.30 %
UNITED KINGDOM	4.20 %

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

Products/services for which there are good market prospects:

1. OFFICE FURNITURE WOODEN
2. CHAIRS, WOODEN
3. CHAIRS, METAL
4. CHAIRS OF PLASTIC MATERIALS
5. HOTEL FURNITURE
6. PARTS NES OF ALL CHAIRS
7. FURNITURE & PARTS NES OF OTHER MATERIAL

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INFO BOOTH AT OFFICE/CONTRACT FURNITURE & MATERIALS FAIR

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ENCOURAGE CDN FURN MFRS TO EXH THE ABOVE EVENT UNDER PEMD

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

HOTEL CONSTRUCTION(15 NEW HD- Approximate Value: 50 M\$
TELS WILL BE BUILT IN NEXT 3YR Financing Source : OTHER
Contact : COMMISSION FOR CANADA, H.K. &
EXTOTT/PNC

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: BUILDING PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	128.00 \$M	145.40 \$M	180.00 \$M	220.00 \$M
Canadian Exports	2.60 \$M	2.90 \$M	3.20 \$M	6.00 \$M
Canadian Share of Market	2.10 %	2.00 %	2.50 %	2.80 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	41.60 %
JAPAN	11.40 %
TAIWAN	9.80 %
UNITED STATES OF AMERICA	8.00 %
UNITED KINGDOM	6.00 %

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

Products/services for which there are good market prospects:

1. CARPETS TUFTED MMF
2. CARPETS WOVEN MMF
3. CARPETS NES MMF
4. WALLPAPER VINYL COATED
5. COPOLYMERS PVC TILES & FLOORING
6. PVC TILES AND FLOORING

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- AGRESSIVE SALES FOLLOW UP

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Market prospects have not been adequately explored
- LACK OF INTEREST BY CANADIAN EXPOR-
- TERS IN THIS SECTOR/SUB-SECTOR

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PREPARATION OF HOFEX'89

Activity: PREPARATION OF IBEX'89

Activity: MARKET RESEARCH REPORT/STUDY ON H.K. CONSTRUCTION INDUSTRY

Activity: NEW BANK OF CHINA BUILDING PROJECT

Expected Results: C\$5 MILLION

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: IBEX'89(INT'L BUILDING EXHB - MAY 24 TO 27/89 CDA PAVILION
Expected Results: C\$5 MILLION

Activity: HOFEX'89(ASIAN INT'L EXH OF HOTEL & CATERING SYST.,SUPP,EQPT
Expected Results: C\$5 MILLION

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SEMINAR ON CAN EXPERTISE IN HOTEL FIELD AT HOFEX'89
Expected Results: 1989: C\$5 MILLION

Activity: TEAM UP H.K.DEV,BLOG CONTR & IMPORTERS W/CDN SUPP OF BLDG MA
Expected Results: 1990: C\$10 MILLION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

NEW HANG SENG BANK BUILDING
PROJECT

Approximate Value: 400 M\$
Financing Source : OTHER
Contact : COMMISSION FOR CANADA, H.K. &
EXTOTT/PNC

HOTEL CONSTRUCTION(15 NEW HO-
TELS TO BUILT IN 3 YR PERIOD

Approximate Value: 1000 M\$
Financing Source : OTHER
Contact : COMMISSION FOR CANADA, H.K. &
EXTOTT/PNC

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: ARCHITECT, CONSTRUCT SERVICES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1230.00 \$M	747.00 \$M	850.00 \$M	950.00 \$M
Canadian Exports	2.20 \$M	5.50 \$M	8.00 \$M	15.00 \$M
Canadian Share of Market	0.18 %	0.74 %	0.94 %	1.50 %

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

Major Competing Countries

Market Share

INDONESIA	21.30 %
JAPAN	14.00 %
PEOPLE'S REP OF CHINA	11.80 %
TAIWAN	10.50 %
SINGAPORE	9.60 %
UNITED STATES OF AMERICA	5.10 %

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

Products/services for which there are good market prospects:

1. PLYWOOD
2. BUILDERS WOODWORK
3. CLADDINGS, STEEL
4. CLADDINGS, ALUMINIUM
5. BUILDING GLASSES
6. FIBERGLASS MATERIALS
7. GYPSUM BOARD
8. GLASS MIRROR SHEETS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- AGGRESSIVE SALES FOLLOW
- UP

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Market prospects have not been adequately explored
- LACK OF INTEREST BY CANADIAN EXPOR-
- TERS IN THIS SECTOR/SUB-SECTOR

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PREPARATION FOR IBEX'89

Activity: MARKET RESEARCH REPORT/STUDY ON H.K.CONSTRUCTION INDUSTRY

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: IBEX'89(INT'L BLDG EXHB)MAY 24 TO 27/89 A CANADA PAVILION
Expected Results: C\$5 MILLION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: TECH SEMINAR ON USE OF CDN PLYWOOD FOR FORM-WORK AT IBEX'89
Expected Results: 1989: C\$20 M

Activity: TEAM UP H.K.DEV.,BLDG CONTR & MAT IMPORTERS w/CDN SUPP OF
Expected Results: 1990: C\$25 M

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

NEW HANG SENG BANK BUILDING PROJECT Approximate Value: 400 M\$
Financing Source : OTHER
Contact : COMMISSION FOR CANADA, H.K. & EXTOTT/PNC

HOTEL CONSTRUCTION(15 NEW HOTELS TO BE BUILT IN NEXT 3 YR) Approximate Value: 1000 M\$
Financing Source : OTHER
Contact : COMMISSION FOR CANADA, H.K. & EXTOTT/PNC

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : INDUSTRIAL MACHIN, PLANTS, SERV.

Sub-Sector: SERVICES INCLUDING CONSULTING

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	30.00 \$M	55.00 \$M	60.00 \$M	150.00 \$M
Canadian Exports	0.00 \$M	0.50 \$M	1.00 \$M	3.00 \$M
Canadian Share of Market	0.00 %	1.00 %	1.70 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

UNITED KINGDOM	41.00 %
UNITED STATES OF AMERICA	17.00 %
GERMANY WEST	16.00 %
JAPAN	6.00 %

Current Status of Canadian

exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. CHEMICAL WASTE TREATMENT PLANT
2. SEWAGE COLLECTION & TREATMENT
3. SOLID WASTE DISPOSAL
4. WASTE INCINERATION
5. ENVIRONMENTAL IMPACT ASSESSMENT
6. MATHEMATIC MODELLING
7. EMERGENCIES PLANNING

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
- Trade Fair activity
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- TRAD BIAS TOWARD BRITISH STAND AND
- TECHN.STRONG PRESENCE OF BRITISH

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP TO POLMET-CDN ENV CONS PART 6 ROUND TABLE W/HK ENV
Expected Results: ENSURE THAT AT LEAST 4 COMPANIES MAINTAIN CONTACTS W/LOCAL COMPANIES FOR HK PROJECTS BY END F/Y 1988/89

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ENVIRONMENTAL PROTECTION SOLO TRADE EXHIBITION IN HK (OCT89)
Expected Results: INTRODUCE CANADIAN SERVICES AND PRODUCTS INTO THE HK MARKET

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: FORM STRATEGIC LIAISONS & PROVIDE TIMELY INTELLIGENCE TO ENS
Expected Results: SUPPLY CONTRACTS TO BE LED IN MID 89 TO LATE 90

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

REFUSE TRANSFER STATION

Approximate Value: 5 M\$
Financing Source : DOM - Domestically funded
NFR - No external fnding req'd
Contact : HONG KONG

SEWAGE COLLECTION, TREATMENT & DISPOSAL

Approximate Value: 100 M\$
Financing Source : DOM - Domestically funded
NFR - No external fnding req'd
Contact : HONG KONG

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: HONG KONG

Market: HONG KONG

Sector : OTHER SERVICES

Sub-Sector: DISTRIBUTION

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	20000.00 \$M	30000.00 \$M	45000.00 \$M	60000.00 \$M
Canadian Exports	96000.00 \$M	105000.00 \$M	110000.00 \$M	120000.00 \$M
Canadian Share of Market	0.50 %	0.40 %	0.20 %	0.20 %

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

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	39.00 %
JAPAN	11.00 %
TAIWAN	6.00 %
UNITED STATES OF AMERICA	6.00 %
KOREA	4.00 %
GERMANY WEST	1.00 %

Current Status of Canadian

exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. TELECOMMUNICATIONS
2. HEATING & COOLING EQUIPMENT
3. CHEMICAL PRODUCTS
4. INDUSTRIAL MACHINERY
5. EQUIPMENT - ALL SECTORS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: IMPROVE CURRENT INVENTORY OF HK TRADERS

Activity: IMPROVE KNOWLEDGE/UNDERSTANDING OF DIFF METHODS OF OPERATING
Expected Results: IMPROVE "PRIMER" AND REPRINT FOR USE BY CANADIAN COMPANIES

Activity: CONDUCT SEMINARS ACROSS CANADA
Expected Results: INTRODUCE CANADIAN COMPANIES TO CONCEPT OF USING TRADERS FOR
PRC & SE ASIAN

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: REPRINT "PRIMER" & DISTRB TO CDN BUSINESS COMMUNITY

Activity: PLAN ADDITIONAL SEMINARS IN CDA w/MARKETPLACE, HI-TECH & PRC

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: HONG KONG

Market: HONG KONG

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

EQUIPMENT SALES FOR MAJOR PRC PROJECTS	Approximate Value:	0 M\$
	Financing Source :	OTHER
	Contact	: COMMISSION FOR CANADA/PNC

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: HONG KONG

Country: HONG KONG

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (including portfolio flows if a primary focus)

	Total (\$ Million)	Canadian Share	Major Competitor Share
Current year	10000.00	15.00	35.00
One year ago	12000.00	20.00	30.00
Two years ago	15000.00	25.00	25.00

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

C\$4 BILLION (1:4 RATIO, DIRECT: PORTFOLIO)

Canada's major competitors for investment from this territory/country are:

- THE PEOPLE'S REPUBLIC OF CHINA
- THE UNITED STATES OF AMERICA
- AUSTRALIA
- EUROPEAN COMMUNITY (AS A WHOLE)
- THE UNITED KINGDOM
- REPUBLIC OF IRELAND

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- SPECIAL ECONOMIC ZONES (SEZ): HIGH-PROFILE REPRESENTATIVE OFFICES OF SEZ; AND ALL OTHER PR CHINESE ACTIVITIES.
- INDIVIDUAL U.S. STATES MOUNT MISSIONS/DELEGATIONS TO TERRITORY, SUPPORTED BY PUBLIC RELATIONS AND SOME ADVERTISING; BUT USA DOES NOT HAVE ANY FEDERAL INVESTMENT PROMOTION PROGRAM.
- MAJOR INDUCEMENTS BY AUSTRALIAN FEDERAL AND STATE GOVERNMENTS, E.G. TAX HOLIDAYS, GRANTS, ETC. OFFERED BOTH BY INDIVIDUAL COUNSELLING AND IN FUNCTIONS AND DELEGATIONS. PROFESSIONAL INVESTMENT ADVISERS ADVERTISE REGULARLY.
- "1992" IS HIGH PROFILE IN TERRITORY, AND EC COUNTRIES, NOTABLY U.K. & IRELAND UTILIZE IT TO ATTRACT ESTABLISHMENT OF MANUFACTURING AND OTHER FACILITIES IN THEIR TERRITORIES.

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RPT01

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: HONG KONG

Country: HONG KONG

Competitors' activities cont'd:

- BRITISH TRADE COMMISSION & (RELATIVELY NEW) BRITISH CHAMBER OF COMMERCE IN HONG KONG ACTIVELY SPONSOR TRADE MISSIONS WITH INVEST-IN-UK CONTENT. PUBLIC RELATIONS ARE FAIRLY HIGH-PROFILE; ALSO SOME ADVERTISING.
- IDA - INDUSTRIAL DEVELOPMENT AUTHORITY OF IRELAND MAINTAINS OFFICE IN HONG KONG, ADVERTISES EXTENSIVELY, AND USES HUGE INDUCEMENTS, E.G. TAX HOLIDAYS AND STRONGLY EXPLOITS POSITIONING WITHIN EC, TO ATTRACT INVESTMENT IN NEW MANUFACTURING PLANT.

Compared to major competitive destinations, Canada is perceived to have the following advantages:

- LOW-COST ENERGY.
- RELATIVELY LOW-COST LAND.
- AVAILABILITY OF OTHER TYPES OF SKILLED LABOUR
- ACCESS TO USA MARKET WITH/OUT FREE TRADE.

the following constraints:

- HIGH TAXES.
- SHORTAGE OF LABOUR.
- FEAR OF "UNIONS"
- MAIN BUSINESS ACTIVITIES NEED THE INVESTOR'S PRESENCE IN
- MAIN BUSINESS ACTIVITIES NEED THE INVESTOR'S PRESENCE IN

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	HIGH
Acquisition	HIGH
Greenfield	MEDIUM
Joint Venture	HIGH
Strategic Partnering	MEDIUM
Technology Licensing	MEDIUM

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: HONG KONG

Country: HONG KONG

The mission believes that the following sectors are of greatest interest to investors in its territory/country with an assigned ranking of 1-10:

Sector	Ranking
Agriculture/Food/Fish	6
Resource Processing	10
Machinery and Equipment	5
Transportation	7
Consumer Products	2
Commercial Service	1
Computer and Communications	3
Health Care Products/Medical	4
Aerospace and Defence	9
Strategic Technologies	8

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABROAD

Mission: HONG KONG

Country: HONG KONG

The mission has proposed the following investment promotion activities for the next fiscal year:

Date

Type: MISSION OUT, MINISTERIAL

INVESTMENT ORIENTATION PROMOTING NATIONAL PRIORITIES.

11/89

Location: HONG KONG

Invest Nature: 1,2,3,4,5,6

Sector: MULTIPLE SECTORS

Cooperants: ALL PROVINCES 8.2.3, 1-10 & OTHERS.

Estimated Budget: \$2,000.00

INVESTMENT ORIENTATION PROMOTING NATIONAL PRIORITIES.

4/89

Location: HONG KONG

Invest Nature: 1,2,3,4,5,6

Sector: MULTIPLE SECTORS

Cooperants: ALL PROVINCES 8.2.3., 1-10 & OTHERS.

Estimated Budget: \$2,000.00

Type: MISSION OUT, INDUSTRY

INFORMATIC SEMINARS STATE OF CANADIAN SECTORS MOST LIKELY INTEREST TO LOCAL INVESTORS.

4/89

Location: HONG KONG

Invest Nature: 3,4,5,6

Sector: MULTIPLE SECTORS

Cooperants: ALL PROVINCES 8.2.3, 1-10 & OTHERS

Estimated Budget: \$6,000.00

HIGH-PROFILE PRESENT'N OF CDA/INVSTMT IN COA, AS KEY TO FUTURE DVLPMT OF TERRITORY/RGN-A "MIN-PACRIM" CONF. EXPO.

5/89

Location: HONG KONG

Invest Nature: 1,2,3,4,5,6

Sector: MULTIPLE SECTORS

Cooperants: ALL PROVINCES 8.2.3., 1 - 10 & OTHERS.

Estimated Budget: \$4,000.00

Type: SEMINAR, ABROAD

ONE-ON-ONE MEETINGS; SMALL SELECT MEETINGS.

0/89

Location: HONG KONG

Invest Nature: 3,4,2

Sector: MULTIPLE SECTORS

Cooperants: 8.2.3. 1-10

Estimated Budget: \$4,000.00

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABROAD

Mission: HONG KONG

Country: HONG KONG

Date

Type: MISSION IN, TO INDUSTRY

ALL PROVINCE TOUR BY INVSTMT OFFICER IN CONJUNCTION WITH HK/
COA BUS.ASS'N.PROMOTE SUPP. OF INVSTMT FM TERRITORY IN CDA

7/89

Location:

Invest Nature: 3,4,2,5,6

Sector: MULTIPLE SECTORS

Cooperants: DEA,DIST, INVESTMENT CANADA.

Estimated Budget: \$6,000.00

Type: DIRECT MAIL CAMPAIGN

DM APPROACHES TO MAJOR INDUSTRIAL SECTORS IN TERRITORY,
RESULTING IN ABOVE & INVESTMENT PLANS.

4/89

Location: HONG KONG

Invest Nature: 3,4,2

Sector: MULTIPLE SECTORS

Cooperants: DUN & BRADSTREET

Estimated Budget: \$12,500.00

Total estimated budget for all proposals: \$36,500.00

89/01/30 RP-A14 PEMD - Government Initiated Activities 1988

Post : HONG KONG

<u>Start Date</u>	<u>Event Name, Location & Type</u>	<u>Sector/Contact</u>
89/05/00	IBEX'89(BUILDING PROD. TRADE FAIR) HONG KONG FAIR, NATIONAL STAND	CONSTRUCTION INDUSTRY
89/05/00	HOFEX'89(HOTEL AND CATERING) HONG KONG FAIR, NATIONAL STAND	SERVICE INDUSTRIES
89/10/00	ENVIRONMENTAL PROTECTION SOLO TRADE EXHIBITION, HONG KONG FAIR, SOLO	GENERAL OR UNASSIGNED ISB
89/11/00	FURNITURE'89 - HONG KONG INSTITUTIONAL EXHIBIT	CONSUMER PRODUCTS

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: ISLAMABAD

Country: PAKISTAN

THE ECONOMIC SURVEY OF PAKISTAN FOR FISCAL YEAR 1987-88 INDICATES THAT THE ANNUAL GROWTH RATE DECLINED TO 5.8 PERCENT COMPARED TO A 6.5 PERCENT ANNUAL AVERAGE ACHIEVED DURING THE LAST DECADE AND SHORT OF THE TARGET OF 7 PERCENT. IN 1986-87 THE INFLATION RATE WAS 3.4 PERCENT, THE LOWEST SINCE 1969. HOWEVER 1987-88 INFLATION MORE THAN DOUBLED TO 7 PERCENT. SOME INDEPENDENT OBSERVERS MAINTAIN THAT INFLATION RATE WAS ACTUALLY CLOSER TO 15 PERCENT.

THE 1987-88 POPULATION GROWTH RATE OF 3.1 PERCENT OUTSTRIPPED THE EMPLOYMENT GENERATION RATE OF ONLY 2.5 PERCENT LEAVING A SIZABLE MARGIN OF UNEMPLOYMENT. THE DEFENCE AND SECURITY EQUIPMENT SECTOR WILL CONTINUE TO BE ONE OF FOUR MAJOR SECTORS OF CONCENTRATION FOR THE TRADE SECTION DURING 1989-90. LARGE PORTIONS OF FOREIGN EXCHANGE EARNINGS IN PAKISTAN ARE SPENT ON BUYING MODERN DEFENCE EQUIPMENT. DEFENCE APPROPRIATIONS OF THE COUNTRY ACCOUNT FOR AT LEAST 40 PERCENT OF ITS ANNUAL BUDGET. THE NEW FOREIGN MILITARY SALES AGREEMENT (FMS) WITH THE USA ALLOCATES US DOLLARS 1.7 BILLION FOR THE NEXT SIX YEARS (1988-94) FOR MILITARY PURCHASES. WITH 70-75 PERCENT OF PAKISTAN'S PETROLEUM NEEDS BEING MET BY IMPORTS, OIL AND GAS WILL REMAIN A MAJOR SECTOR OF CONCENTRATION FOR THE TRADE SECTION FOR THE NEXT PLANNING EXERCISE. CURRENT PAKISTANI OIL PRODUCTION IS SET AT 50,000 BPD AND GAS PRODUCTION STANDS AT 1.2 B CUFT PER DAY. THE ANNUAL DEVELOPMENT PLAN FOR 1988-89 PROVIDES FOR THE DRILLING OF 77 WELLS OF WHICH 46 ARE IN THE PRIVATE SECTOR. CANADIAN EXPERTISE IS WELL-KNOWN TO OGDC DUE MAINLY TO CIDA'S HEAVY INVOLVEMENT IN THE DEVELOPMENT OF THIS SECTOR. THE NEW PETROLEUM POLICY WILL BE RELEASED SOON AND IS EXPECTED TO CONTAIN MORE INCENTIVES TO THE PRIVATE SECTOR INVESTORS, REFLECTING THE GOVERNMENT'S WILLINGNESS TO ENCOURAGE MORE EXPLORATION AND DRILLING FOR OIL AND GAS. IN THE POWER SECTOR, THE TRADE SECTION WILL CONTINUE MONITORING DEVELOPMENTS REGARDING THE TAUNSA PROJECT AND WILL ATTEMPT TO HAVE IT AWARDED TO CANADA ON A SOLE SOURCE BASIS. AT THE SAME TIME THE TRADE SECTION WILL KEEP AN EYE ON DEVELOPMENTS REGARDING GHAZI GORIALA AND JAMSHORO PHASE II AS WELL AS DEVELOPMENTS IN SMALL HYDRO PROJECTS. FOR THIS NEXT PLANNING EXERCISE THE TRADE SECTION WILL SWITCH ITS EMPHASIS TO THE AGRICULTURE SECTOR RATHER THAN THE GRAINS AND OIL SEEDS SECTOR WHILE CONTINUING TO PROVIDE SUPPORT TO THE LATTER IN ORDER TO PROMOTE SALES OF CANOLA OIL AS SOON AS AN ATTRACTIVE PRICING FORMULA IS ESTABLISHED. IN A REPORT RELEASED ON APRIL 29, 1988, THE NATIONAL AGRICULTURAL COMMISSION PRESENTED A PROGRAM DESIGNED TO ACCELERATE THE RATE OF AGRICULTURAL GROWTH TO 5 PERCENT FROM THE PRESENT 3.8 PERCENT SO AS TO ACHIEVE A SIGNIFICANT MARGIN OVER THE RATE OF POPULATION GROWTH. MUCH OF THE INCREASE IN AGRICULTURAL PRODUCTION WILL DEPEND ON TECHNOLOGICAL ADVANCEMENTS SINCE THERE IS LITTLE SCOPE TO INCREASE CULTIVATED LAND OR TO EXPAND THE IRRIGATION WATER SUPPLY SYSTEM. IN ADDITION TO THE ABOVE, THE TRADE SECTION WILL MONITOR DEVELOPMENTS IN THE FORESTRY, TELECOMMUNICATIONS AND TRANSPORTATION SECTORS.

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: ISLAMABAD

Country: PAKISTAN

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. POWER & ENERGY EQUIP. & SERV.
GOV OF PAKISTAN GIVES HIGH PRIORITY TO ITS POWER GENERATION PROGRAM. WORLD BANK, ASIAN DEVELOPMENT BANK AND CIDA ARE FINANCING THE SECTOR. CANADIAN COMPANIES ARE WELL KNOWN.
2. DEFENCE PROGRAMS, PRODUCTS, SERV
APPROXIMATELY 45% OF ANNUAL BUDGET IS SPENT ON ARMED FORCES. U.S. HAS AGREED TO A US\$ 4.02 BILLION AID PACKAGE OVER SIX YEAR PERIOD STARTING FROM 1988, OF WHICH US\$ 1.75 BILLION WILL BE USED FOR MILITARY PROCUREMENT.
3. OIL & GAS EQUIPMENT, SERVICES
PAKISTAN HAS ATTRACTED SEVERAL INTERNATIONAL PETROLEUM EXPLORATION CO. INCLUDING SIX CDN CO. OIL PROD HAS REACHED 50,000 BPD & GAS PROD HAS REACHED 1.2 BILLION CFD. EXPLORATION AND DEVELOPMENT ACTIVITIES ARE INCREASING. CANADIAN EXPERTISE IS WELL KNOWN DUE TO CIDA'S AID PROGRAM.
4. AGRI & FOOD PRODUCTS & SERVICE
PAKISTAN HAS SET A TARGET TO INCREASE ITS AGRICULTURE GROWTH RATE TO 5% ANNUALLY FROM THE PRESENT 3.8%. TO THIS END IMPROVED SEEDS, CHEMICAL FERTILIZERS, PESTICIDES AND AGRICULTURE MACHINERY WILL BE MADE AVAILABLE TO FARMERS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. OIL & GAS EQUIPMENT, SERVICES
2. MINE, METAL, MINERAL PROD & SRV
3. TRANSPORT SYS, EQUIP, COMP, SERV.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ISLAMABAD

Market: PAKISTAN

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	930.00 \$M	995.00 \$M	1000.00 \$M	1100.00 \$M
Canadian Exports	6.00 \$M	18.00 \$M	10.00 \$M	22.00 \$M
Canadian Share of Market	0.60 %	1.80 %	1.00 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	30.00 %
AUSTRALIA	15.00 %
UNITED KINGDOM	10.00 %
GERMANY WEST	10.00 %
NETHERLANDS	10.00 %
OTHER COUNTRIES	35.00 %

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

Products/services for which there are good market prospects:

1. ANIMAL POULTRY BREEDING STOCK
2. AGRICULTURAL MACHINERY, EQUIPMENT AND TOOLS
3. FOOD HANDLING AND PROCESSING EQUIPMENT
4. FEED, FERTILIZER AND VETERINARY PRODUCTS
5. SEEDS AND SPECIAL CROPS
6. SERVICES INCLUDING CONSULTING SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- CIDA programs
- Strong sectoral capability in Canada
- willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ISLAMABAD

Market: PAKISTAN

Sector : GRAINS AND OILSEEDS

Sub-Sector: OILSEEDS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	542.00 \$M	303.00 \$M	507.00 \$M	527.00 \$M
Canadian Exports	5.00 \$M	15.00 \$M	2.00 \$M	7.00 \$M
Canadian Share of Market	0.90 %	5.00 %	0.40 %	1.30 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	53.00 %
MALAYSIA	42.00 %
OTHER COUNTRIES	5.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. DEGUMMED CANOLA OIL IN BULK
2. CANOLA MEAL

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- CIDA programs
- CANOLA EXP TO PAKISTAN
- HAVE BEEN MADE SO FAR,
- UNDER CIDA GRANT.

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- LONG DELIVERY TIME HIGH FREIGHT
- RATES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PAKISTAN BUYERS MISSION TO CANADA
Expected Results: POSSIBILITY OF SIGNING OF EXPORT ORDERS.

Activity: NEGOTIATION OF NEW BILATERAL FOOD AID FOCUSED ON CANOLA OIL
Expected Results: MAINTAIN PRESENCE OF CANOLA OIL IN THE MARKET.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ORGANIZE ANIMAL FEED SEMINARS IN PAKISTAN IN COLLA W/AGRICOT
Expected Results: INTRODUCE AND PROMOTE CANOLA MEAL TO LOCAL FEED INDUSTRY.

Activity: SELECT & SEND LOCAL IND REPS TO ATTEND CDN INT GRAINS INST
Expected Results: PROMOTE CANOLA OIL TO LOCAL INDUSTRY.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ISLAMABAD

Market: PAKISTAN

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	500.00 \$M	500.00 \$M	600.00 \$M	600.00 \$M
Canadian Exports	5.00 \$M	2.50 \$M	6.00 \$M	12.00 \$M
Canadian Share of Market	1.00 %	0.50 %	1.00 %	2.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	50.00 %
PEOPLE'S REP OF CHINA	20.00 %
FRANCE	10.00 %
UNITED KINGDOM	10.00 %
OTHER COUNTRIES	10.00 %

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

Products/services for which there are good market prospects:

1. RADIO TRANSMISSION RECEIVERS
2. HELICOPTERS M88 OR BELL
3. JEEP RETROFIT PACKAGE
4. REPAIR OVERHAUL FOR ARMY AVIATION
5. TASS SIMULATORS
6. BOMB DISPOSAL UNITS
7. LIGHT ARMoured VEHICLES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: INVESTIGATION & REPORTING ON PAKISTAN ARMY PROCURE PROCESS
Expected Results: BETTER KNOWLEDGE OF THE PROCUREMENT PROCESS AND FUTURE NEEDS WILL LEAD TO AN INCREASE IN MARKET PENETRATION.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: OUTGOING DEFENCE AND SECURITY EQUIPMENT MISSION
Expected Results: ACQUAINT MINISTRY OF DEFENCE PRODUCTION WITH CANADIAN EXPERTISE IN DEFENCE SECTOR.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

LIGHT ARMoured VEHICLES

Approximate Value: 0 M\$

Financing Source :

Contact : AHSAN UL HAQ, COMM OFFICER,
CAN EMB, ISLAMABAD, PAKISTAN

TRUCKS AND JEEPS

Approximate Value: 0 M\$

Financing Source :

Contact : SAME + TELEX: 5700 DOCAN PK

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ISLAMABAD

Market: PAKISTAN

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	60.00 \$M	100.00 \$M	150.00 \$M	200.00 \$M
Canadian Exports	1.00 \$M	2.00 \$M	1.50 \$M	1.00 \$M
Canadian Share of Market	2.00 %	2.00 %	1.00 %	0.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

GERMANY WEST	25.00 %
SWEDEN	15.00 %
JAPAN	15.00 %
UNITED STATES OF AMERICA	10.00 %
FRANCE	10.00 %
OTHER COUNTRIES	25.00 %

Current Status of Canadian
exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. PABX
2. TELEPHONE EQUIPMENT
3. FIBRE OPTICS
4. CONSULTING SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- CDN INTEREST IN THE TELE-
- COMMUNICATION MKT OF PAKI
- HAS SO FAR BEEN LOW

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ASSIST CDN FIRMS & INTEREST THEM IN OPPORT IN TELECOM SECTOR
Expected Results: A SHARE OF \$ 200 MILLION MARKET.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

MODERNIZATION & EXPANSION OF
PTT FACILITIES

Approximate Value: 250 Ms

Financing Source : IBRD - World Bank

OTHER

Contact

: AHSAN UL HAQ, COMM OFFICER, CAN
EMB, ISL, PAKIS, TELEX: 57000DUC

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ISLAMABAD

Market: PAKISTAN

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	350.00 \$M	400.00 \$M	500.00 \$M	500.00 \$M
Canadian Exports	3.00 \$M	4.00 \$M	15.00 \$M	25.00 \$M
Canadian Share of Market	1.00 %	1.00 %	3.00 %	5.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	40.00 %
GERMANY WEST	15.00 %
JAPAN	10.00 %
ITALY	10.00 %
PEOPLE'S REP OF CHINA	10.00 %
OTHER COUNTRIES	15.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. HYDRO TURBINES
2. GENERATORS
3. SPARES AND PARTS FOR GENERATORS AND TURBINES
4. TRANSFORMERS
5. SWITCHGEAR
6. CONSULTING SERVICES

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

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
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive financing

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: LOBBY WAPDA FOR AWARD OF TAUNSA LOW HEAD HYDEL PROJECT
Expected Results: BEGINNING OF CONTRACT NEGOTIATION FOR A LOW HEAD PROJECT WORTH C\$100-150 MILLION.

Activity: SUPPORT B&W EFFORTS IN GETTING THEIR PROPOSAL FOR A OIL FIRE
Expected Results: INCREASE IN EXPORT OF CANADIAN THERMAL POWER PLANT EQUIPMENT.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ARRANGE FOR CHAIRMAN, WAPDA TO VISIT CANADA
Expected Results: A BETTER RAPPORT WITH CANADIAN COMPANIES INTERESTED IN HYDEL AND THERMAL POWER GENERATION PROJECTS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

TRANSMISSION LINES

Approximate Value: 100 M\$

Financing Source : OTHER

IBRD - World Bank

Contact

: AHSAN UL HAQ, COMM OFF, CDN EMB
ISLAD, PAKIS, TELEX +57000UCANPK

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ISLAMABAD

Market: PAKISTAN

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: RAIL

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	60.00 \$M	80.00 \$M	80.00 \$M	80.00 \$M
Canadian Exports	6.00 \$M	6.00 \$M	6.00 \$M	10.00 \$M
Canadian Share of Market	10.00 %	7.00 %	7.00 %	12.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	60.00 %
GERMANY WEST	10.00 %
JAPAN	10.00 %
UNITED KINGDOM	5.00 %
OTHER COUNTRIES	15.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. DIESEL LOCOMOTIVE
2. SPARES FOR DIESEL LOCOMOTIVES ENGINES
3. CONSULTING SERVICES AND TRAINING

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 pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Competitive Canadian financing
- willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

Factors for Canadian exports not reaching market potential:

- CDN PERFORMANCE IN THIS SECTOR
- IS VERY SATISFACTORY.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: LOBBY PAKISTAN RAILWAYS/MINISTRY OF RAILWAYS ON BEHALF G.M.
Expected Results: PROPOSAL TO BUILD DIESEL LOCOMOTIVES, TRANSFER OF TECHNOLOGIES.

Activity: ASSIST CPCs TO WIN COMPUTERISATION IMPLEMENTATION PROGRAM
Expected Results: CONSULTING SERVICES AND COMPUTER EQUIPMENT SALE WORTH APPROX. C\$ 2.5 MM.

Activity: PROVIDE SUPPORT TO BOMBARDIER
Expected Results: SPARES AND ENGINES WORTH APPROX. C\$ 4 MM PER YEAR.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SEND NEW CHAIRMAN PAKISTAN RAILWAYS BOARD TO CANADA
Expected Results: BETTER UNDERSTANDING OF CANADIAN EXPERTISE IN RAILWAYS SECTOR.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ISLAMABAD

Market: PAKISTAN

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: AEROSPACE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	130.00 \$M	150.00 \$M	150.00 \$M	150.00 \$M
Canadian Exports	1.00 \$M	0.00 \$M	0.00 \$M	18.00 \$M
Canadian Share of Market	1.00 %	0.00 %	0.00 %	12.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	70.00 %
FRANCE	10.00 %
SINGAPORE	10.00 %
GERMANY WEST	10.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. DASH-8 (300)
2. CHALLENGERS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SUPPORT CANADAIR'S EFFORT FOR SALE OF ITS CHALLENGER AIRCRAFT
Expected Results: CONTRACT NEGOTIATIONS FOR SALE OF ONE CHALLENGER WORTH C\$ 18 MM.

Activity: DEMONSTRATION OF DASH-8-300 TO PAKISTAN INTERNATIONAL AIRLINE
Expected Results: SHORTLISTING OF DASH-8 AS ONE OF THE FINALISTS FOR PIA SHORT HAUL REQUIREMENT WORTH \$C 150-160 MM OVER 5 YEARS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ISLAMABAD

Market: PAKISTAN

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	85.00 \$M	90.00 \$M	100.00 \$M	120.00 \$M
Canadian Exports	9.00 \$M	10.00 \$M	10.00 \$M	12.00 \$M
Canadian Share of Market	11.00 %	11.00 %	10.00 %	10.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	40.00 %
UNION OF SOVIET SOC REP	10.00 %
FRANCE	10.00 %
UNITED KINGDOM	10.00 %
GERMANY WEST	10.00 %
OTHER COUNTRIES	20.00 %

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

Products/services for which there are good market prospects:

1. DRILLING EQUIPMENT
2. PRODUCTION EQUIPMENT
3. WELL SERVICES
4. GAS TRANSMISSION EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: REGULARLY CALL ON OIL CO EXECS IN ISLAMABAD, LAHORE & KARACHI
Expected Results: OBTAIN TIMELY INFORMATION ON PROCUREMENT OPPORTUNITIES.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: OIL AND GAS TECHNICAL SEMINAR ORGANIZED BY GSTM
Expected Results: INCREASE AWARENESS AMONG LOCAL FIRMS ABOUT CDN TECHNOLOGY
LEADING TO INCREASE IN SALE OF CDN EQUIPMENT.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ISLAMABAD

Market: PAKISTAN

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

OGDC PHASE III

Approximate Value: 40 M\$
Financing Source : CIDA - Can Int'l Dev Agency
Contact : F. BLOCH, CIDA/HULL/BSK,
TEL: 997-3492

PIRKOH GAS DEVELOPMENT PHASE II

Approximate Value: 200 M\$
Financing Source : OTHER
Contact : WAHEED KHAN, CDN EMB, ISBAD
TELEX: 5700 DDCAN PK

OIL & GAS DEVELOPMENT PROJECT

Approximate Value: 100 M\$
Financing Source : OTHER
Contact : R. MACLELLAN, CDN EMB, MANILLA
TELEX: 63676 DUMCAN PN

89/01/30 RP-A14 PEMD - Government Initiated Activities 1988

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Post : ISLAMABAD

Start Date	Event Name, Location & Type	Sector/Contact
89/05/00	DEFENCE MISSION FROM PAKISTAN MISSION IN, TO INDUSTRY	DEFENCE PROGRAMS, PRODUCTS, SERV
89/09/00	POWER DISTRIBUTION/ RURAL ELECTRIFICATION MISSION OUT, INDUSTRY	POWER & ENERGY EQUIP & SERV.

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RPT81

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: JAKARTA

Country: INDONESIA

INDONESIA'S POPULATION HAS NOW PASSED 175M, WITH 100M LIVING ON THE ISLAND OF JAVA. INDONESIA IS A DEVELOPING COUNTRY; WHILE THERE IS PROGRESS, SUBSTANTIAL GROWTH IS DIFFICULT TO ACHIEVE IN THE FACE OF SIGNIFICANT POPULATION INCREASE AND A SHARP DECLINE IN OIL PRICES. GNP EXCEEDS US\$100B, ABOUT TWICE THAT OF THAILAND, THREE TIME MALAYSIA'S AND ABOUT FIVE TIMES THAT OF SINGAPORE.

POLITICAL STABILITY HAS ENABLED SUBSTANTIAL CHANGE TO BE INTRODUCED TO THE ECONOMY INCLUDING NECESSARILY REDUCED DEPENDENCE ON OIL AND GAS, IMPROVED EFFICIENCY THROUGH DEREGULATION, AN EXPANDED ROLE FOR THE PRIVATE SECTOR, REFORMS OF CUSTOMS, PORTS AND SHIPPING PROCEDURES, SIMPLIFICATION OF INVESTMENT RULES, ETC. IN 1986, THE RUPIAH WAS DEVALUED 31% TO RP1,644 PER US\$. INDONESIA IS NOW VERY COMPETITIVE AND THE PRIVATE SECTOR HAD EXPANDED NON-OIL AND GAS EXPORTS TO MORE THAN US\$ 1B PER MONTH BY JULY/AUGUST 88, ABOUT THREE TIMES THE LEVEL OF 82/83. PER CAPITA GNP IS ONLY US\$500. AGRICULTURE PROVIDES 55% OF EMPLOYMENT AND ONLY 25% OF GDP. SEVENTY-FIVE PER CENT OF THE POPULATION LIVES IN RURAL AREAS WHERE RICE, IN WHICH INDONESIA IS SELF-SUFFICIENT, IS THE PRINCIPAL CROP. THE HIGH-RISES, POLLUTION AND TRAFFIC OF JAKARTA ARE THEREFORE ATYPICAL OF THE COUNTRY AS A WHOLE. SINCE DEVALUATION IN OCTOBER 86, THE RUPIAH HAS BEEN ALLOWED TO DECLINE SLIGHTLY AGAINST THE US\$ BUT THE MORE EXPENSIVE YEN HAS HAD SERIOUS IMPACT ON THE COUNTRY'S DEBT SERVICE RATIOS. INFLATION HAD BEEN MAINTAINED AT 10% AND GROWTH AT 3.5% BUT WITH OIL AND GAS EARNINGS, FROM WHICH THE GOVERNMENT OBTAINS A DISPROPORTIONATE SHARE OF ITS REVENUE, UNCERTAIN, GOVERNMENT HAS BECOME INCREASINGLY RELIANT ON INTERNATIONAL SUPPORT TO MAINTAIN OPERATIONS. THE AID GROUP FOR INDONESIA PLEDGED MORE THAN US\$4B IN PROGRAM AND PROJECT SUPPORT AT ITS JUNE 88 MEETING. JAPAN IN PARTICULAR OFFERED US\$2.3B OF WHICH US\$1.6B HAS NOW BEEN COMMITTED FOR QUICK RELEASE. THE GOVERNMENT IS ALSO PROOVING MORE ADEPT AT COLLECTING CUSTOMS, SALES TAX AND INCOME TAX REVENUES THAN IN THE PAST, TO REDUCE RELIANCE ON OIL AND GAS SALES. WHILE DISTANT, CANADA PLAYS A RELATIVELY PROMINENT ROLE IN INDONESIA. MORE THAN 30 CANADIAN FIRMS HAVE REPRESENTATIVE OFFICES HERE ENGAGED IN CONSULTING, MINING, MANUFACTURING, SURVEYING, ETC. CANADA'S EXPORTS TO INDONESIA EXCEEDED C\$300M IN 87 COMPARED WITH INDONESIA'S EXPORTS TO CANADA WHICH APPROACHED C\$200M. CIDA HAS A WELL-REGARDED PROGRAM OF BILATERAL SUPPORT FOCUSING ON POTASH, ENVIRONMENT, EDUCATION, WATER RESOURCE DEVELOPMENT, AND INSTITUTIONAL STRENGTHENING IN AN ANNUAL PROGRAM WORTH C\$60M. THE EXPORT DEVELOPMENT CORPORATION IS ALSO SUPPORTIVE OF INDONESIA AND WILL PROVIDE COMPETITIVE FINANCING ON A CASE-BY-CASE BASIS TO MEET LOCAL MARKET CONDITIONS. IN CALENDAR 87, ABOUT 10% OF CANADA'S EXPORTS TO INDONESIA WERE FINANCED BY EDC AND A FURTHER 10% WERE FUNDED BY CIDA. CANADA'S INVOLVEMENT IN INDONESIA, EXCLUDING OIL AND GAS PROPERTIES, IS WORTH MORE THAN \$1B

INDONESIA IS A COMPETITIVE MARKET WHERE IMPORTANT PROJECTS ARE FIERCELY SOUGHT AFTER BY EUROPEAN, JAPANESE, AUSTRALIAN, US AND OTHER SUPPLIERS.

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: JAKARTA

Country: INDONESIA

THER ARE MANY AREAS OF OPPORTUNITY YET TO BE EXPLORED BY CANADIAN SUPPLIERS PARTICULARLY THE MINING, TRANSPORT, FORESTRY AND COMMUNICATIONS SECTORS. CANADIAN FIRMS NEED TO BE MORE AGRESSIVE IN PURSUING PRIVATE SECTOR OPPORTUNITIES WHERE NEW INDUSTRIES REQUIRE PRODUCTION AND PROCESS THROUGH THE PEMD PROGRAM, CIDA'S INDUSTRIAL COOPERATION PROGRAM OR EDC'S FINANCIAL OR REGULAR INSURANCE COVERAGE. A VARIETY OF TRADE MISSIONS ARE SCHEDULED TO VISIT INDONESIA IN FORTHCOMING MONTHS, WHICH WOULD ASSIST NEW EXPORTERS IN INITIAL EXPOSURE TO THE MARKET. INDONESIA'S IMPORT TOTAL EXCEEDS US\$13B ANNUALLY, SO THERE IS AMPLE SCOPE FOR FURTHER CANADIAN GROWTH.

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: JAKARTA

Country: INDONESIA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV
TELECOM, SATELLITE & RELATED EQUIPMENT & SERVICES ARE NATIONAL PRIORITY; AS ARE INSTRUMENTATION & REMOTE SENSING.
2. TRANSPORT SYS, EQUIP, COMP, SERV.
INCLUDED ARE RAIL EQUIPMENT, AIRCRAFT & RELATED AVIONICS, MASS TRANSIT EQUIPMENT. FUNDING IS AVAILABLE.
3. EDUCATION, MEDICAL, HEALTH PROD
ADB, WORLD BANK & CIDA'S G.T.P. PROGRAM PROVIDE SUBSTANTIAL FUNDING FOR EDUCATION & TRAINING, A NEW BUT LABOUR INTENSIVE ACTIVITY FOR CANADA.
4. MINE, METAL, MINERAL PROD & SRV
THERE ARE A NUMBER OF COAL AND GOLD MINES IN THE PRIVATE SECTOR. ALSO, THERE ARE MARKET SECTORS NEEDING SURVEY FOR PRODUCTS.
5. FOREST PRODUCTS, EQUIP, SERVICES
THERE ARE NEW PULP AND PAPER MILLS ABUILDING; ALSO OUR PULP MARKET IS UNDER ATTACK, NEEDING SURVEY AND INVESTIGATION.
6. POWER & ENERGY EQUIP. & SERV.
THERE ARE NEW POWER PROJECTS FOR OUR ENGINEERS, BOILER MAKERS, ETC., WHICH WE WILL BE FOLLOWING CLOSELY.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. AGRI & FOOD PRODUCTS & SERVICE	4. GRAINS AND OILSEEDS
2. CHEM PROD & PETROCHEM, EQP, SERV	5. MINE, METAL, MINERAL PROD & SRV
3. FOREST PRODUCTS, EQUIP, SERVICES	6. ADVANCED TECH. PROD. & SERV

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: JAKARTA

Market: INDONESIA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	444.00 \$M	655.90 \$M	700.00 \$M	750.00 \$M
Canadian Exports	1.00 \$M	3.00 \$M	10.00 \$M	40.00 \$M
Canadian Share of Market	0.00 %	0.50 %	1.00 %	6.00 %

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

Major Competing Countries

Market Share

JAPAN	30.00 %
UNITED STATES OF AMERICA	20.00 %
GERMANY WEST	15.00 %
FRANCE	9.00 %
NETHERLANDS	5.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. TELECOMMUNICATIONS
2. DATA COMMUNICATIONS FOR SATELLITE, SPACE SENSING
3. REMOTE SENSING
4. INSTRUMENTATION & PROCESS CONTROL
5. CONSULTING & OTHER SERVICES

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: JAKARTA

Market: INDONESIA

Factors for Canadian exports not reaching market potential:

- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: VISIT BY MINISTER FOR TOURISM, POST & TELECOM. TO CANADA
Expected Results: ACCEPTANCE OF INVITATION ISSUED TO PREVIOUS MINISTER (PRIOR TO APRIL 88 CABINET CHANGE)

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: COMMUNICATIONS INDONESIA 89
Expected Results: REINFORCE INDONESIA'S GROWING AWARENESS OF SUBSTANTIAL CDN CAPABILITIES IN COMMS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: JAKARTA

Market: INDONESIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

STD-II

Approximate Value: 100 M\$
Financing Source : EDC - Export Dev Corporation
Contact : J.CLAPP, OTTAWA(613)996-5824
D.MACLEOD, JKRTA TLX:62131

VARIOUS DIGITAL MICROWAVE
TRANSMISSION PROJECTS

Approximate Value: 150 M\$
Financing Source : EDC - Export Dev Corporation
Contact : J.CLAPP, OTTAWA(613)996-5824
D.MACLEOD, JKRTA TLX:62131

VARIOUS RURAL TELECOM PROJECTS

Approximate Value: 4 M\$
Financing Source : EDC - Export Dev Corporation
Contact : J.CLAPP, OTTAWA(613)996-5824
D.MACLEOD, JKRTA TLX:62131

R&D CENTRE FOR BIOTECHNOLOGY

Approximate Value: 60 M\$
Financing Source : EDC - Export Dev Corporation
Contact : J.CLAPP, OTTAWA(613)996-5824
D.MACLEOD, JKRTA TLX:62131

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: JAKARTA

Market: INDONESIA

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1250.00 \$M	1600.00 \$M	1700.00 \$M	1750.00 \$M
Canadian Exports	10.00 \$M	36.84 \$M	25.00 \$M	25.00 \$M
Canadian Share of Market	0.80 %	2.30 %	1.50 %	1.40 %

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

Major Competing Countries

Market Share

JAPAN	46.00 %
GERMANY WEST	10.00 %
UNITED STATES OF AMERICA	8.00 %
FRANCE	6.00 %
NETHERLANDS	3.00 %
SWEDEN	3.00 %

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

Products/services for which there are good market prospects:

1. ENGINEERING
2. SWITCHGEAR
3. GENERATORS
4. TURBINES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are low
- Aggressive marketing
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: JAKARTA

Market: INDONESIA

Factors for Canadian exports not reaching market potential:

- Restrictive standards
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ONGOING ASSISTANCE TO ATOMIC ENERGY OF CANADA
Expected Results: CONTINUED COLLABORATION BETWEEN AECL AND BATAN

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: LIAISE W/EXECUTING AGENCIES WHICH BENEFIT FM IBRD OR ADB FIN
Expected Results: INFORM INDUSTRY OF UPCOMING INT. CALL FOR TENDER

Activity: FOLLOW THE DOMESTIC DISC CONCERNING THE POSS DEC BY INDO TO
Expected Results: REPORT TO OTTAWA AND INDUSTRY ON A SECTOR WHERE CANADA HAS STRONG EXPERTISE

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: JAKARTA

Market: INDONESIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

SENTANI HYDRO POWER PLANT
(2X65MW)

Approximate Value: 70 M\$
Financing Source :
Contact : J CLAPP, OTTAWA (613)996-5824
R.BELANGER, JKRTA TLX:62131

GRESIK 3 X 300 Mw GAS CO GEN

Approximate Value: 500 M\$
Financing Source :
Contact : J CLAPP, OTTAWA (613)996-5824
R.BELANGER, JKRTA TLX:62131

MEDAN 1 X 110MW GAS CO GEN

Approximate Value: 50 M\$
Financing Source :
Contact : J CLAPP, OTTAWA (613)996-5824
R.BELANGER, JKRTA TLX:62131

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: JAKARTA

Market: INDONESIA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1198.00 \$M	1042.00 \$M	1200.00 \$M	1300.00 \$M
Canadian Exports	4.00 \$M	2.00 \$M	16.00 \$M	36.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

JAPAN	60.00 %
UNITED STATES OF AMERICA	10.00 %
NETHERLANDS	6.00 %
FRANCE	3.00 %
GERMANY WEST	6.00 %

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

Products/services for which there are good market prospects:

1. RAIL EQUIPMENT
2. AEROSPACE
3. CONSULTING & SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Limited Canadian capabilities

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: JAKARTA

Market: INDONESIA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: COMPLETE BUKIT ASSAM PROJECT - RAIL & COMM. SYSTEM
Expected Results: \$8M IN SALES

Activity: BEGIN UPDATE WEST SUMATRA RAILWAY
Expected Results: CONSULTANCY CONTRACT

Activity: COMPLETE SALE - REFIT LOCOMOTIVES
Expected Results: \$20M

Activity: REPAIR/OVERHAUL TWIN OTTERS FOR MERPATI
Expected Results: \$12

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: PARTICIPATE IN COMMUNICATIONS INDONESIA
Expected Results: 5 NEW AGENCIES/FUTURE SALES OF \$50M

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PREPARE DETAILED REPORT ON LRT PROSPECTS
Expected Results: ANCILLARY EQUIPMENT

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: JAKARTA

Market: INDONESIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

VARIOUS RAILROAD SIGNALLING	Approximate Value: 100 M\$ Financing Source : EDC - Export Dev Corporation Contact : JOHN CLAPP (613)996-5824
MAINT.EQUIP.,RAILS & SWITCHES FOR RAILROAD	Approximate Value: 40 M\$ Financing Source : EDC - Export Dev Corporation Contact : JOHN CLAPP (613)996-5824
BOGIES & REHAB PASSENGER RAIL COACHES	Approximate Value: 16 M\$ Financing Source : EDC - Export Dev Corporation Contact : JOHN CLAPP (613)996-5824
AIR TRAFFIC CONTROLLING SYSTEM	Approximate Value: 16 M\$ Financing Source : EDC - Export Dev Corporation Contact : JOHN CLAPP (613)996-5824

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: JAKARTA

Market: INDONESIA

Sector : FOREST PRODUCTS,EQUIP,SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	408.00 \$M	664.00 \$M	700.00 \$M	600.00 \$M
Canadian Exports	39.60 \$M	79.00 \$M	30.00 \$M	25.00 \$M
Canadian Share of Market	10.00 %	11.90 %	4.30 %	4.20 %

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

Major Competing Countries	Market Share
JAPAN	24.00 %
FINLAND	6.00 %
GERMANY WEST	5.00 %
SINGAPORE	4.00 %
FRANCE	3.00 %
NEW ZEALAND	3.00 %

Current Status of Canadian
exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. LOGGING TRUCKS
2. SKIDDING UNITS
3. LOADERS
4. ENGINEERING SERVICES
5. PAPER MILL & PULP MILL MACHINERY

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: JAKARTA

Market: INDONESIA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PREPARE SUMMARY REPORT ON PULP AND PAPER EXPANSION
Expected Results: INCREASED AWARENESS OF MARKET BY CANADIAN FIRMS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: KEEP IN CLOSER TOUCH WITH LOCAL ASSOCIATIONS (APKINDO ISA)
Expected Results: GET A BETTER UNDERSTANDING OF THE PRIVATE SECTOR

Activity: PROM THE ATTEND OF POT BUYERS/AGENTS TO 1989 FOREST IND EQPT
Expected Results: EXPOSE KEY CONTACTS TO A LARGE SELECTION OF CANADIAN EXPERTISE

Activity: FOLLOW-UP REGUL. WITH CDN CONSUL. & INDO. BUYERS REG. APP. CPPF
Expected Results: MORE RAPID IDENTIFICATION OF VIABLE PROJECTS AND PROMOTION OF CANADIAN GOODS AND SERVICES

Activity: VISIT A NUMB. OF PRIV. CO. WHICH HAVE ANNOUNCED THEIR INT. TO GO
Expected Results: OBTAIN THEIR PROCUREMENT LIST AND PROCEDURES AND PROMOTE CANADIAN EXPERTISE

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: JAKARTA

Market: INDONESIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

JENU WOOD CENTER DEVELOPMENT

Approximate Value: 100 M\$

Financing Source : OTHER

Contact

: J CLAPP (613)996-5824

R.BELANGER TLX:62131 DMCAN IA

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: JAKARTA

Market: INDONESIA

Sector : MINE,METAL,MINERAL PROD & SRV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	730.00 \$M	645.00 \$M	700.00 \$M	750.00 \$M
Canadian Exports	43.00 \$M	48.00 \$M	35.00 \$M	37.00 \$M
Canadian Share of Market	5.80 %	7.30 %	5.00 %	5.00 %

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

Major Competing Countries

Market Share

JAPAN	50.00 %
UNITED STATES OF AMERICA	15.00 %
AUSTRALIA	10.00 %
SINGAPORE	10.00 %
GERMANY WEST	4.00 %

Current Status of Canadian
exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. ZINC BLOCKS/ALUMINIUM BARS
2. SULPHUR
3. HANDLING MACHINERY INCLUDING CONVEYORS
4. EXPLORATION & SURVEYING SERVICES
5. CONSULTING SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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KPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: JAKARTA

Market: INDONESIA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PREPARE REPORT ON GOLD AND COAL SECTORS
Expected Results: IMPROVED AWARENESS OF MARKET BY CANADIAN FIRMS

Activity: MAILING OF PRODUCT LITERATURE TO GOLD COMPANIES
Expected Results: POSSIBLE DIRECT SALES BY CANADIAN COMPANIES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PROM. THE ATTEND. OF POT. BUYERS/AGENTS TO 1989 PROSP & DEV ASS
Expected Results: EXPOSE KEY CONTACTS TO A WIDE SELECTION OF CANADIAN EXPERTISE

Activity: GET IN TOUCH WITH THE INDON. WHO STUDIED IN CDA & THAT ARE
Expected Results: ESTABLISH A NETWORK OF CONTACTS WITHIN THE MINING SECTOR

Activity: FOLLOW-UP REGULARLY WITH CDN CONS. ACTIVE IN THE SECTOR
Expected Results: DETERMINE THE DIRECTIONS OF CHANGE WITHIN THE SECTOR NAMELY REGARDING GOVERNMENT POLICIES

Activity: VISIT A NUMB. OF PRIV CO WHICH HAVE ANNOUNCED THEIR INT TO GO
Expected Results: OBTAIN THEIR PROCUREMENT LISTS AND PROCEDURES AND PROMOTE CANADIAN EXPERTISE

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: JAKARTA

Market: INDONESIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

KALTIN PRIMA	Approximate Value: 290 M\$ Financing Source : OTHER Contact : J CLAPP (613)996-5824 OR R.BELANGER TLX:62131 DMCAN IA
VARIOUS GOLD PROPERTIES	Approximate Value: 40 M\$ Financing Source : OTHER Contact : J CLAPP (613)996-5824 OR R.BELANGER TLX:62131 DMCAN IA
AIR LAYA MINE MANAGEMENT	Approximate Value: 10 M\$ Financing Source : IBRD - World Bank Contact : J CLAPP (613)996-5824 OR R.BELANGER TLX:62131 DMCAN IA
EXPANSION PLANS FOR PT INCU	Approximate Value: 200 M\$ Financing Source : OTHER Contact : J CLAPP (613)996-5824 OR R.BELANGER TLX:62131 DMCAN IA

89/01/30 RP-A14 PEMJ - Government Initiated Activities 1988

Post : JAKARTA

<u>Start Date</u>	<u>Event Name, Location & Type</u>	<u>Sector/Contact</u>
89/10/00	INDO ENERGY '89 JAKARTA INFO BOOTH, WITH GROUP	POWER & ENERGY EQUIP & SERV.
89/10/00	FORESTRY & WOODWORKING INDONESIA TRADE SHOW INFO BOOTH, WITH GROUP	FOREST PRODUCTS, EQUIP, SERVICES
89/11/00	INSTRUMENTATION JAKARTA INFO BOOTH, WITH GROUP	ADVANCED TECH. PROD. & SERV
90/02/00	FOREST INDUSTRIES - 1990 FAIR, NATIONAL STAND	FOREST PRODUCTS, EQUIP, SERVICES

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: KUALA LUMPUR

Country: MALAYSIA

THE STRONG PERFORMANCE OF THE MLSIAN ECONOMY IN 1988 HAS EXCEEDED ALL PROJECTIONS, WITH REAL GDP GROWTH EXPECTED TO REACH 7.4%, ONE OF ITS HIGHEST GROWTH RATES OF THE PRESENT DECADE. THE MLSIAN GOV'T HAD REACTED EFFECTIVELY TO THE INTERNATIONAL RECESSION OF 1985/86 WITH TOUGH AUSTERITY MEASURES WHILE ADOPTING POLICIES & SUPPORT PROGRAMS TO ESTABLISH A STRONGER DOMESTIC MFRG INDUSTRY WITH A FOCUS ON DEVELOPING NEW EXPORT MARKETS. INCENTIVES FOR NEW FOREIGN INVESTMENT & A PLAN TO PRIVATIZE TRADITIONALLY GOV'T-OWNED OPERATIONS WERE ALSO LAUNCHED. TO FURTHER CONSERVE ON FOREIGN EXCHANGE & PROMOTE MARKET ACCESS FOR DIVERSE MLSIAN PRODUCTS, THE GOV'T INTRODUCED A COUNTER TRADE POLICY FOR PUBLIC PURCHASES ABOVE A THRESHOLD VALUE. THESE MEASURES ARE NOW BEARING FRUIT. MLSIAN'S PER CAPITA GNP STANDS AT US\$1771, FOREIGN EXCHANGE RESERVES EXCEED US\$7.5B, INFLATION REMAINS LESS THAN 1%, DEBT IS BELOW US\$20 BN & THE DEBT SERVICE RATIO REDUCED TO 15%, EXPORTS TOTALLED C\$26 BN, & MFRG IS NOW THE LEADING CONTRIBUTOR (22%) TO GDP. IN FACT MANUFACTURES HAVE EMERGED AS THE TOP EXPORT EARNER DISPLACING NON-OIL PRIMARY COMMODITIES. MLSIA IN NOW A SIGNIFICANT SUPPLIER OF ELECTRICAL & ELECTRONICS PRODUCTS & TEXTILE, CLOTHING & FOOTWEAR TO WORLD MARKETS WHILE EXPORTS OF FOOD, MACHINERY, TRANSPORT EQUIPMENT, PETROLEUM PRODUCTS & RUBBER & WOOD BASED PRODUCTS ARE ALSO DEMONSTRATING QUANTUM LEAPS. THE CDA/MLSIA TRADE RELP HAS ALSO GROWN NOTABLE IN THE PAST YEAR. BILATERAL TRADE INCREASED 20% IN 1987 REACHING C\$305 MILLION. RECENT CDN SUCCESSES INCLUDE VOCATIONAL TRAINING EQUIPMENT, LOCOMOTIVES, REMOTE SENSING EQPT & LOGGING TRUCKS. STATISTICS INDICATE THIS GROWTH TREND IS CONTINUING IN 1988 & TOTAL BILATERAL MERCHANDISE TRADE SHOULD SURPASS \$1/2 BN FOR THE FIRST TIME. WHILE THIS IS ENCOURAGING THE REALITY IS THA MLSIAN EXPORTS TO CDA ARE ALMOST TWICE THOSE OF CDA TO MLSIA. OUR SALES CONTINUE TO BE DOMINATED BY COMMODITIES (ALTHOUGH OUR CONSULTING HAS ALSO DONE WELL), WHILE MLSIA'S EXPORTS INCLUDED SEMI-CONDUCTORS, TEXTILES & CLOTHING, RADIOS, PHONOGRAPHS, TRANSFORMERS, & MICROWAVE OVENS! WHILE CDN GOODS CAN BE COMPETITIVELY SUPPLIED, WE REMAIN DOWN THE LIST OF MLSIA'S TRADING PARTNERS WELL BEHIND JAPAN, USA, THE EC, ASEAN, TAIWAN & SOUTH KOREA. THE CHALLENGE THEREFORE IS TO INCREASE THE QUALITY & DIVERSIFY THE COMPOSITION OF CDN EXPORT SALES. THIS WILL REQUIRE MORE AGGRESSIVE MARKETING BY CDN INDUSTRY, MORE EFFECTIVE LOCAL REPRESENTATION & STRONGER LINKAGES WITH THE MLSIAN BUSINESS COMMUNITY. CDN FIRMS WILL ALSO NEED TO CONSIDER JOINT VENTURES TO PENETRATE THE MLSIAN & LARGER ASEAN MARKET. CDA'S INVESTMENT ADVISOR IN MIDA CAN ASSIST IN LOCATING GOOD PARTNERS. TO STRENGTHEN & EXPAND OUR COMMERCIAL RELP, THE POST IS ALSO RECOMMENDING A BILATERAL TRADE AGREEMENT FROM WHICH WILL EVOLVE A JOINT ECONOMIC COMMISSION FOR FORMALIZED CONSULTATIONS AND AN AGENDA OF COMMERCIAL OPPORTUNITIES OF MUTUAL INTEREST TO BE PURSUED. TO GIVE MORE IMPETUS TO PRIVATE SECTOR LINKAGES A MLSIA/CDA BUSINESS COUNCIL BE CREATED. THE PROSPECTS ARE ENCOURAGING. MLSIA'S ECONOMY IS EXPECTED TO PERFORM STRONGLY AGAIN IN 1989 WITH 6.5 GROWTH PREDICTED & DRIVEN BY THE MANUFACTURING SECTOR'S NEED FOR INTERMEDIATE GOODS, IMPORTS WILL REACH

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RPTBI

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: KUALA LUMPUR

Country: MALAYSIA

Cs24 BN. MALAYSIA'S INDUSTRIAL MASTER PLAN PROVIDES THE ROAD MAP FOR PRIORITY NEW MFRG ACTIVITY, & MAJOR CAPITAL PROJECTS (PGUP II, N/S HIGHWAY, MALACCA REFINERY, ETC) ARE ALSO MOVING AHEAD. CDA'S BEST OPPORTUNITIES LIE IN THE AGRIC/FOOD, DEFENCE, ADV TECH, POWER, TRANSPORT & OIL & GAS SECTORS. AT EDUCATED IN CDA, AN ACTIVE BUSINESS MIGRATION PROGRAM WHICH IS STRENGTHENING THE NETWORK OF CONTACTS, & GROWING MALSIAN INVESTMENTS ACROSS CDA HAS GREATLY HEIGHTENED THE CDN PROFILE. WITH THIS FOUNDATION NOW FIRMLY IN PLACE, & THE STRONG BUSINESS OPPORTUNITIES WHICH THIS MARKET OFFERS, MALAYSIA IS RIPE TO BECOME CDA'S MOST IMPORTANT TRADING PARTNER IN ASEAN.

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: KUALA LUMPUR

Country: MALAYSIA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. AGRI & FOOD PRODUCTS & SERVICE

AGCDA DAIRY SEMINAR FORGED THE WAY FOR FORMAL COOPERATIVE PROGRAM WITH VET SERVICES DEPT WHICH WILL EXPAND MARKETS FOR CDN BREEDING STOCK, SEMEN, GENETIC ENGINEERING & TECH TRANSFERS; MALSIAS FOOD IMPORTS REMAIN HIGH (C\$1.4BN) & THERE IS GOOD MARKET FOR WESTERN PRODUCTS STILL UNTAPPED BY CDN SUPPLIERS; STRONG INTEREST IN CDN FEED INGREDIENTS

2. OIL & GAS EQUIPMENT, SERVICES

TWENTY PRODUCTION SHARING CONTRACTS SIGNED OVER LAST TWO YRS GENERATING HIGH EXPLORATION INVESTMENT; 730 KM PENINSULAR GAS PIPELINE PROJ DEPENDENT ON FOREIGN SUPPLY OF EQUIPMENT AND SERVICES; NEXT PHASE WILL ADDRESS COMMERCIAL/RESIDENTIAL INFRASTRUCTURE; NEW REFINERY AND MAJOR PETROCHEMICAL PROJECTS BEING APPROVED.

3. ADVANCED TECH. PROD. & SERV

GOV'T DEDICATED TO ACQUIRING ADVANCED TECHNOLOGIES TO ENHANCE INDUSTRIAL DEV'T AND MODERNIZE IMPORTANT REVENUE GENERATING OPERATIONS DAY TO DAY POWER, TELECOMS, AGRICULTURE AND PETROLEUM ACTIVITIES ARE RAPIDLY BECOMING COMPUTERIZED; REMOTE SENSING CENTRE BEING ESTABLISHED WITH CDN TECH; BROADCAST FACILITIES ARE BEING UPGRADED

4. POWER & ENERGY EQUIP. & SERV.

NATIONAL ELECTRICITY BOARD IS WELL RUN, FINANCIALLY SOUND INSTITUTION WITH CONTINUING AMBITIOUS PROGRAM OF POWER GENERATION TRANSMISSION AND DISTRIBUTION PROJECTS WHICH OFFERS GOOD OPPORTUNITY FOR CDN CONSULTANTS & SELECT EQUIPMENTMFRS; PRIVATIZATION PROGRAM GOING AHEAD; SARAWAK & SABAH UTILITIES DEV'T PLANS (IFI FUNDING) HAVE BEEN SECURED.

5. DEFENCE PROGRAMS, PRODUCTS, SERV

AS PART OF OVERALL PROGRAM TO REORGANIZE, STRENGTHEN AND MODERNIZE DEFENCE CAPABILITY, MINDEF IS EMBARKING ON C\$2.5BN SECURITY AND DEFENCE EQPT ACQUISITION PROGRAM; MALSIAS WILL HOST CHDGM IN OCT 89 & WILL NEED TO PURCHASE RANGE OF SECURITY PRODUCTS INCL EDU EQPT; CDN DEFENCE PROFILE HEIGHTENED FOLLOWING SR. LEVEL MISSION TO CDA

6. TRANSPORT SYS, EQUIP, COMP, SERV.

NATIONAL TRANSPORT POLICY REVIEW TO BE COMPLETED BY WORLD BANK WILL LAY OUT FRAMEWORK FOR DEV'T PROGRAM OFFERING PROSPECTS FOR SALE OF TRANSPORT EQPT, SERVICES & TECH; PLANS TO PRIVITIZE RAILWAYS, PORTS & AIRPORTS GOING AHEAD WHICH WILL OPEN CHALLENGING NEW COMMERCIAL OPPORTUNITIES; PROGRAMS TO MODERNIZE & EXPAND EXIST INFRASTRUCTURE

The most important current Canadian export sectors to this market are (based on actual export sales):

1. AGRI & FOOD PRODUCTS & SERVICE
2. OIL & GAS EQUIPMENT, SERVICES
3. ADVANCED TECH. PROD. & SERV

4. FOREST PRODUCTS, EQUIP, SERVICES
5. MINE, METAL, MINERAL PROD & SRV
6. GRAINS AND OILSEEDS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: KUALA LUMPUR

Market: MALAYSIA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1886.80 \$M	1915.10 \$M	1982.00 \$M	2041.00 \$M
Canadian Exports	34.45 \$M	36.17 \$M	37.00 \$M	41.00 \$M
Canadian Share of Market	1.80 %	1.90 %	1.90 %	2.00 %

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

Major Competing Countries

Market Share

THAILAND	19.00 %
AUSTRALIA	12.00 %
PEOPLE'S REP OF CHINA	7.00 %
UNITED STATES OF AMERICA	5.00 %
INDONESIA	4.00 %

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

Products/services for which there are good market prospects:

1. FERTILIZER
2. WHEAT
3. BEANS (SOYA BEANS, BARLEY)
4. VEGETABLES AND FRUITS
5. GROCERY PRODUCTS
6. POTATO PRODUCTS, FROZEN
7. VEGETABLES, FROZEN
8. ANIMAL SEMEN, BOVINE
9. FEED INGREDIENTS (CANOLA MEAL, BARLEY, TEC)
10. TOBACCO
11. VETERINARY PHARMACEUTICAL PRODUCTS
12. BREEDING SWINE, CATTLE AND SHEEP

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

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
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored
- 1.MORE AGGRESSIVE MKTG. 2.SHOULD
- VISIT THE MKT AT LEAST TWICE A YR

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW-UP w/COLD STOR BHD TO IDENT THOSE PROD WHICH WERE SUC
Expected Results: FIRMLY ESTABLISH NEW LOCAL MARKET FOR 3 CANADIAN FOOD PRO-
DUCTS.

Activity: LIAISE W/DEPT OF VETER SERV TO LAUNCH COOP LIVESTOCK VENTURE
Expected Results: ESTABLISH WORK PRGM & INITIATE ACTIVITIES TO DEVELOP CROSS
BREED FOR TROPICS

Activity: CONTINUOUS PRDMOTION OF CANADIAN BREEDING LIVESTOCK
Expected Results: INCREASE CDN MARKET SHARE BY 10%. ESTABLISH INTEREST IN CDN
SHEEP STRAINS.

Activity: PROM CDN UNIV & TECHN TRAINING PROG w/AGRICULTURAL SECTOR
Expected Results: IDENTIFY PRIORITY MLSIAN TRAINING NEEDS FOR RECRUITMENT

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FOOD PROCESSING & PACKAGING EQUIP & TECHNOLOGY MISSION
Expected Results: INTRODUCE CDN TECHNOLOGY TO THIS RAPIDLY EMERGING INDUSTRY

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ASSIST AB GOVT IN FOOD PROM PLANNED W/YAOHAN SUPERMARKET
Expected Results: EXPAND CDN SALES. ESTABLISH CDN PROFILE WITH 2ND MAJOR SUPERMARKET CHAIN.

Activity: IN CONSULT W/MAJ FOOD IMPORT DEV LIST OF MARKETABLE CDN FOOD
Expected Results: ALERT CDN COS TO NEW SALES OPPTS. INTRO BROADER RANGE OF CDN FOOD PRODUCTS

Activity: ASSESS MKT FOR CDN FEED INGREDIENTS & DEVELOP ENTRY STRATEGY
Expected Results: INTRODUCE CDN BARLEY, CANOLA MEAL AND OTHER FEED INGREDIENTS TO MLSIA

Activity: MEET W/PRINC MLSIAN PLANT COS TO PROM SOURC OF CDN AGRIC EQP
Expected Results: DEMONSTRATE APPLICATIONS OF CDN HIGH TECH TO AGRIC SECTOR

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: KUALA LUMPUR

Market: MALAYSIA

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	238.40 \$M	243.20 \$M	251.00 \$M	258.00 \$M
Canadian Exports	0.90 \$M	1.20 \$M	1.30 \$M	1.60 \$M
Canadian Share of Market	0.40 %	0.50 %	0.50 %	0.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 3-5 \$M

Major Competing Countries	Market Share
THAILAND	30.00 %
INDONESIA	7.00 %
JAPAN	7.00 %
INDIA	3.00 %
TAIWAN	2.00 %
CHILE	2.00 %

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

Products/services for which there are good market prospects:

1. SALMON, FRESH AND SMOKED
2. SARDINES, FROZEN AND CANNED
3. SQUIDS, SUNDRIED
4. CRABS, CANNED
5. TUNA CANNED
6. FISHING EQUIPMENT/TECHNOLOGY
7. AQUACULTURE CONSULTING

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP W/COLD STOR BHD TO IDENT THOSE FISH PROD WHICH
Expected Results: HEIGHTEN MLSIAN CONSUMER INTEREST IN CDN FISH PRODUCTS AND INCREASE SALES

Activity: MAINT REGULAR CONT W/INFUFISH, ENSURE CDN EQPT & TECHN SUPPL
Expected Results: PUBLICIZE CDN FISHING GEAR & TECH, & FISH PRODUCTS TO INFOFISH MEMBERS.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MEET W/MLSIAN CHEFS TO IDENT & PROM CDN FISH PROD MOST SUIT
Expected Results: INTRODUCE NEW CDN FISH PRODUCTS TO LUCAL MARKETS.

Activity: UNDERTAKE A MAIL CAMP W/ALL IMPORT OF FISH & SEAFOOD PROD.
Expected Results: RECRUIT TWO ADDITIONAL IMPORTERS OF CDN FISH PRODUCTS

Activity: ASSESS THE STAT OF AQUACULTURE DEV TO IDENT MAJ PROBL AREAS
Expected Results: ADVISE CDN INDUSTRY OF AQUACULTURE POTENTIAL; LOCATE SUITABLE J.V. PARTNERS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: KUALA LUMPUR

Market: MALAYSIA

Sector : GRAINS AND OILSEEDS

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	477.90 \$M	492.20 \$M	506.90 \$M	522.10 \$M
Canadian Exports	16.90 \$M	17.20 \$M	17.50 \$M	17.90 \$M
Canadian Share of Market	3.50 %	3.50 %	3.50 %	3.40 %

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

Major Competing Countries

Market Share

THAILAND	37.00 %
AUSTRALIA	19.00 %
PEOPLE'S REP OF CHINA	14.00 %
UNITED STATES OF AMERICA	9.00 %
ARGENTINA	5.00 %
CANADA	4.00 %

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

Products/services for which there are good market prospects:

1. WHEAT
2. SOYA BEANS
3. CANOLA OIL(FOR BLENDING WITH OTHER VEGETABLE OIL)
4. CANOLA MEAL (ANIMAL FEED)
5. BARLEY

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MAINT CLOSE CONT W/MALAYAN FLOUR MILLS SDN BHD REG THEIR EXP
Expected Results: DETERMINE FEASIBILITY OF BARLEY AS FEED & MARKET WITH OTHER IMPORTERS

Activity: INITIATE CAMP OF CORP LIAISON, DIRECT MAILING & VIS. TO MILLS
Expected Results: SET IN PLACE COOP ENVIRONMENT TO INFLUENCE GREATER PURCHASES FROM CDA

Activity: ENCOURAGE MALAYSIAN FLOUR & FEED MILLERS TO ATTEND CIGI COUR
Expected Results: INCREASE TECH & PRACTICAL KNOWLEDGE OF CDN PRODUCTS & LOCAL SUITABILITY

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: BASED ON DISC W/REPS FM FEED IND & LIVESTOCK SECT, ASSESS VAL
Expected Results: MATCH CDN EXPERTISE TO MLSIAN NEED. CIGI TO ORGANIZE FEED SEMINAR

Activity: SUPPORT WHEAT BOARD IN THEIR MKTG EFFORTS IN MALAYSIA
Expected Results: STIMULATE INTEREST IN CDN WHEAT AND INCREASE MARKET SHARE

Activity: ASSIST ALTA GOVT IN SETTING UP PRDG OF DAIRY CATTLE CANOLA
Expected Results: ESTABLISH CANOLA MEAL AS VIABLE INGREDIENT FOR MLSIA (AND ASEAN)

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: KUALA LUMPUR

Market: MALAYSIA

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	100.00 \$M	320.00 \$M	460.00 \$M	600.00 \$M
Canadian Exports	0.50 \$M	2.00 \$M	10.00 \$M	16.00 \$M
Canadian Share of Market	0.50 %	0.60 %	2.20 %	2.70 %

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

Major Competing Countries	Market Share
UNITED KINGDOM	40.00 %
UNITED STATES OF AMERICA	25.00 %
GERMANY WEST	10.00 %
SWITZERLAND	10.00 %
FRANCE	8.00 %
NETHERLANDS	4.00 %

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

Products/services for which there are good market prospects:

1. ROCKET MOTORS AND WARHEADS
2. EOD EQUIPMENT
3. F5/A4/C130 UPGRADE PACKAGES
4. TELESCOPIC HANGARS
5. NIGHT VISION GOGGLES
6. RADARS (INCL SLAR)
7. SHIP COMMUNICATION SYSTEMS
8. C31
9. AIRCRAFT SPARE PARTS
10. ASW SONARS
11. LLADS
12. AIRCRAFT FLIGHT SIMULATORS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- SOME COS TRY TO SELL TO MINDEF DI-RECT WITHOUT LOCAL AGENT.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTINUE TO PROMOTE SECURITY PRODUCTS FOR USE AT CHOGM
Expected Results: CCC TURNKEY BID TO SUPPLY SECURITY EQUIPMENT REQUIREMENTS

Activity: IN COOP W/DEF ATTACHE MAINT ACTIVE MKTG PROG W/SEN ARMED FOR
Expected Results: STRENGTHEN CDN PROFILE OF SUPPLIERS OF DEF/SECURITY EQUIPMENT & SERVICES

Activity: CANVASS SHORTLIST OF RELIAB AGENTS ON LIK'Y MINDEF PURCH/DEV
Expected Results: PREPARE MLSIAN DEFENCE PRODUCTS SHOPPING LIST FOR CDN INDUSTRY.

Activity: CONT'G SUPP & ASSIST TO BENDIX AVELEX TO MKT DEF PROD TO ARM
Expected Results: CO AWARDED TENDER TO SUPPLY NIGHT VISION GOGGLES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: DEFENCE SERV ASIA'90 NATL STAND & SECURE CDN CO PARTICIP.
Expected Results: INTRODUCE NEW CDN DEFENCE EQUIPMENT SUPPLIERS TO THE MARKET

Activity: ABBOTSFORD AIR SHOW, AUG 89: PROMOTE MLSIAN ATTENDANCE
Expected Results: ENCOURAGE MINDEF TO SEND 2 OFFICERS; AIROD TO EXHIBIT

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ONGOING SUPP & ASSIST TO BRISTOL AERO., ENS AIR FORCE CHIEF
Expected Results: C\$5 MN SALE OF CRV7 ROCKETS TO ROYAL MLSIAN AIR FORCE

Activity: DRG TECHN PRESENT BY CDN DEFENCE PROD SUPPLIERS TO MINDEF
Expected Results: THREE COS INTRODUCE THEIR PRODUCTS TO SENIOR MILITARY DECISION MAKERS.

Activity: ASSIST THOSE COS WHICH MET INC DEF MISS TO DEV STRAT TO PENE
Expected Results: ENSURE COS HAVE EFFECTIVE AGENTS, ENCOURAGE MORE REGULAR VISITS TO KL

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

MINDEF IS PROCEEDING WITH AM- Approximate Value: 2 M\$

BITIOUS, PROGRAM OF ACQUISITION Financing Source : DOM - Domestically funded
OTHER

Contact

: M. ROMOFF, TLX MA30269, FAX(3)261
3428, R. HRUBY, EXTUTT/PST9967659

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: KUALA LUMPUR

Market: MALAYSIA

Sector : ADVANCED TECH. PRODD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	790.00 \$M	860.00 \$M	940.00 \$M	1000.00 \$M
Canadian Exports	13.80 \$M	10.40 \$M	20.00 \$M	16.50 \$M
Canadian Share of Market	1.70 %	1.20 %	2.10 %	1.70 %

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

Major Competing Countries

Market Share

JAPAN	36.00 %
SINGAPORE	19.00 %
ITALY	8.00 %
UNITED KINGDOM	24.00 %
UNITED STATES OF AMERICA	17.00 %
GERMANY WEST	7.00 %

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

Products/services for which there are good market prospects:

1. PABX
2. DATCOM PERIPHERALS
3. SCADA SYSTEMS
4. KEY TELEPHONES
5. MOBILE RADIO TELECOMS
6. DIGITAL ANALYSIS EQUIPMENT AND SOFTWARE
7. TV STUDIO EQUIPMENT
8. DATA OVER VOICE SYSTEMS
9. EARTH STATIONS
10. TELECOMS MANAGEMENT TRAINING
11. REMOTE SENSING TRAINING PROGRAMS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- CIDA programs
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited Canadian capabilities
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SURV MAJ INFORMATICS CLIENTS TO ASSESS THE MKT FOR DATACOM
Expected Results: SHOPPING LIST DISTRIBUTED TO SUPPLIERS; DECISION ON DATACOM MISSION

Activity: PROM TELECOMS OPP W/PROV TO ENSURE LEADING COS PARTICIPATE
Expected Results: INCREASE CDN EXPOSURE TO EMERGING COMMERCIAL OPPORTUNITIES

Activity: ASSIST CDN COS IN THEIR PLANS TO ESTABL LOCAL JOINT VENTURES
Expected Results: STRENGTHEN LOCAL CDN PRESENCE IN TELECOMS SECTOR; INCREASE EQUIPMENT SALES

Activity: SUPP BERCHA & ASSOC PLAN TO ESTABL JOINT VENT TO SUPP TO REM
Expected Results: BROADEN RESIDENT CDN REMOTE SENSING CAPABILITY; PROMOTE CDN SUPPLY CAPABILITY.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ASIA ELECOMS 89

Expected Results: INTRODUCE CDN TELECOMS EXPERTISE TO ASEAN WIDE AUDIENCE

Activity: TELECOMMUNICATIONS MISSION TO MALAYSIA

Expected Results: MARKET CDN STRENGTHS; IDENTIFY NEW SALES PROSPECTS; FORMALISE AGENCIES

Activity: SEMINAR ON APPLICATIONS SOFTWARE

Expected Results: INCREASE RECOGNITION OF CDA AS SOURCE OF EXPETISE; IMMEDIATE SALES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: TRACK DEVELOP PLANS OF STM & RTM TO DETERM NEW SATELLITE REQ
Expected Results: EDUCATE CDN INDUSTRY ON MARKET PROSPECTS, INCREASE NO. OF CDN TENDER BIDS

Activity: RESEARCH LOCAL REM SENSING CAPAB & ASSESS INT IN FORMING
Expected Results: PROVIDE COMPETING CDN COS WITH GREATER RANGE OF QUALIFIED LOCAL AFFILIATES

Activity: ESTABLISH DATACOM REQUIREMENTS OF MALAYSIAN UTILITIES
Expected Results: ADVISE CDN INDUSTRY OF SALES PROSPECTS; ESTABLISH CDA AS VIABLE ALTERNATIVE

Activity: IDENT MLSIAN IND UTILIZ PROCESS CONTROL INSTRUM & ASSESS MKT
Expected Results: MATCH MLSIAN REQ TO CDN SUPPLY CAPAB; MORE CDN SUPPLIERS VISIT MARKET.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

RMT-TV STUDIO EQUIPMENT

Approximate Value: 2 M\$
Financing Source : DOM - Domestically funded
Contact : R.SHAW-WOOD, TLX: MA 30269
R.HRUBY, EXTOTT/PST 613-9957659

MINISTRY OF EDUCATION TV STUDIO

Approximate Value: 15 M\$
Financing Source : OTHER
Contact : R.SHAW-WOOD, TLX: MA 30269
R.HRUBY, EXTOTT/PST 613-9957659

COMPUTER MAPPING AND BILLING SYSTEM FOR NEB

Approximate Value: 20 M\$
Financing Source : DOM - Domestically funded
Contact : R.SHAW-WOOD, TLX: MA30269
R.HRUBY, EXTOTT/PST 613-9957659

PGUP II COMMUNICATION SYSTEM

Approximate Value: 15 M\$
Financing Source : DOM - Domestically funded
OTHER
Contact : R.SHAW-WOOD, TLX: MA30269
R.HRUBY, EXTOTT/PST 613-9957659

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: KUALA LUMPUR

Market: MALAYSIA

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	375.00 \$M	575.00 \$M	560.00 \$M	550.00 \$M
Canadian Exports	3.70 \$M	3.50 \$M	4.70 \$M	7.20 \$M
Canadian Share of Market	1.00 %	0.60 %	0.80 %	1.30 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

JAPAN	35.00 %
SINGAPORE	11.00 %
UNITED KINGDOM	10.00 %
UNITED STATES OF AMERICA	8.00 %
GERMANY WEST	5.00 %
TAIWAN	4.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. CONSULTING IN HYDRO: THERMAL
2. MINI HYDRO
3. DISTRIBUTION EQUIPMENT
4. ENVIRONMENTAL IMPACT ASSESSMENT
5. SCADA
6. BOILER EQUIPMENT
7. HIGH VOLTAGE TRANSFORMERS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion
- CIDA programs
- Canada is one of few sources of supply
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Market prospects have not been adequately explored
- SPEC BILATERAL TRADE
- ARRANGEMENTS EG.IND.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PROM INFO EXCHANGE BETWEEN CDN & MSLIAN UTILITIES ON REG POL
Expected Results: ESTABLISH INSTITUTIONAL LINKAGES AND PROSPECTS FOR COMMERCIAL COOPERATION

Activity: ENCOUR CDN COAL SUPP TO MORE AGGRES MKT PROD TO NATL ELECTR
Expected Results: OBTAIN A NICHE IN MARKET FOR CDN COAL NOW PRIMARILY SOURCED FROM AUST, CHINA

Activity: EXPLD & PROM PROG TO PROV TECH & PRACT TRAINING TO MSLIAN
Expected Results: INCR EXPOSE TO CDN TECH; ANOTHER PRACTICAL ATTACH FR NEB UNDER UNT AMB PROGRAM

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING POWER GENERATION MISSION
Expected Results: INFORM MSLIAN BUYERS OF RANGE OF CDN SUPPLY FOR UPCOMING TENDERS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MONIT & REPORT ON NEB & SEB PLANS FOR 1 HYDRO & 3 THERMAL
Expected Results: TIMELY ADVICE TO CDN EXPORTERS TO BETTER POSITION THEIR BIDS

Activity: RESEARCH INDIGENOUS CAPAB IN CONS ENG & IDENT AREAS WHERE
Expected Results: IDENTIFY SELECT NEW OPPORTUNITIES FOR CDN CONSULTANTS

Activity: REVIEW MALAYSIAN CAPABILITIES IN POWER EQUIP SUPPLY & SERV.
Expected Results: DEVELOP INVENTORY OF LOCAL AGENTS TO JOINTLY BID TENDERS

Activity: IDENT NEB SHORT-TERM CONSULT ASSIGN WHICH CESO VOLUNTEER
Expected Results: SECOND CDN TECHNICAL EXPORT TO NEB; ENHANCE CDA/NEB RELATIONSHIP

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

CONVERSION OF CONNAUGHT BRIDGE	Approximate Value: 20 M\$ Financing Source : ASDB - Asian Development Bank Contact : R.SHAW-WOOD, TLX: MA30269 R.HRUBY, EXTOTT/PST 613-9957659
HVDC CONNECTORS/INTERCONNECTORS	Approximate Value: 5 M\$ Financing Source : OTHER Contact : R.SHAW-WOOD, TLX: MA30269 R.HRUBY, EXTOTT/PST 613-9957659
600MW THERMAL POWER STATION	Approximate Value: 600 M\$ Financing Source : IBRD - World Bank Contact : R.SHAW-WOOD, TLX: MA30269 R.HRUBY, EXTOTT/PST 613-9957659
SEB SCADA/TRANSMISSION/COMBINED CYCLE	Approximate Value: 60 M\$ Financing Source : IBRD - World Bank CIDA - Can Int'l Dev Agency Contact : R.SHAW-WOOD, TLX: MA30269 R.HRUBY, EXTOTT/PST 613-9957659

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: KUALA LUMPUR

Market: MALAYSIA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	825.00 \$M	600.00 \$M	400.00 \$M	500.00 \$M
Canadian Exports	3.00 \$M	3.00 \$M	3.50 \$M	10.00 \$M
Canadian Share of Market	0.40 %	0.50 %	0.90 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	40.00 %
UNITED KINGDOM	20.00 %
JAPAN	20.00 %
FRANCE	5.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. ATC EQUIPMENT/NAVAID
2. DIESEL LOCOMOTIVES & PARTS
3. STOL AIRCRAFT
4. CONSULTING SERVICES MARINE/RAIL/AEROSPACE
5. TRAINING SERVICES
6. AIRCRAFT/RADAR SIMULATORS
7. RAILWAY CONSULTING SERVICES
8. AIRCRAFT SPARE PARTS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- COUNTERTRADE IS INCREASINGLY BECOMING A STANDARD REQUIREMENT.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

- Activity: ASSIST GM CDA TO SELL ADD 10 LOCO WHICH THE MALSIAN RAILWAY
Expected Results: GM CDA ESTABLISH AS PRIME SUPPLIER OF LOCOMOTIVES AND SPARES TO RAILWAY
- Activity: SUPP RAYTHEON CDA FOR UPCOMING TENDER TO SUPPLY ATC SYSTEM
Expected Results: ENSURE RAYTHEON CANADA'S CONTINUING PRESENCE IN MALAYSIA
- Activity: ASSIST CDN SUPPL TO INTROD RAPID INTERV VEHICLES(RIV)& OTHER
Expected Results: SUCCESSFULLY BID SUPPLY OF 7 RIV TO MALAYSIAN DEPT OF CIVIL AVIATION

For the next fiscal year, the mission will carry out the following approved fairs and missions:

- Activity: ABBOTSFORD AIRSHOW, AUG 89: PROMOTE MALAYSIAN ATTENDANCE
Expected Results: ENCOURAGE MALAYSIAN INDUSTRY TO EXHIBIT & POTENTIAL EQUIPMENT BUYERS TO ATTEND

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

- Activity: CLOSELY MONITOR MOT NEG W/IBRD FOR C\$180MN INTEG TRANSP LOAN
Expected Results: ENSURE CDN COS MARKET CAPABILITIES, VISIT MALAYSIA & BID TENDERS.
- Activity: ASSIST LAVALIN TO SEC 5 YR TECH ASSIST CONTR W/MIN OF TRANSP
Expected Results: MAINTAIN CDN'S PRESENCE IN SECTOR; ENCOURAGE "BUY CDA"
- Activity: ALERT CDN COS TO PRIOR NEW AIRPORT EXPAN PROJ; ENSURE CDA INV
Expected Results: INTRODUCE 2 NEW CDN SUPPLIERS; INCREASE CDN MARKET SHARE IN AEROSPACE SECTOR
- Activity: COORD PROM EFFORT W/DE HAVILLAND TO MKT TWIN OTTER & DASH-8
Expected Results: MAINTAIN DE. HAVILLAND AS VIABLE CONTENDER TO SAAB & OTHER COMPETITORS

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Market: MALAYSIA

RAPID INTERVENTION VEHICLES
FOR DCA

Approximate Value: 5 Ms
Financing Source : DOM - Domestically funded
Contact : DES RIVIERES, TLX: MA30269
R. HRUBY, EXTOTT/PST 613-9957659

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: KUALA LUMPUR

Market: MALAYSIA

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: MACHINERY AND EQUIPMENT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	877.00 \$M	700.00 \$M	800.00 \$M	1000.00 \$M
Canadian Exports	1.00 \$M	10.00 \$M	15.00 \$M	20.00 \$M
Canadian Share of Market	0.10 %	1.40 %	1.90 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	25.00 %
NETHERLANDS	20.00 %
JAPAN	18.00 %
UNITED KINGDOM	8.00 %
MALAYSIA	5.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. EXPLORATION EQUIPMENT & SERVICES
2. PRODUCTION & DRILLING EQUIPMENT & SERVICES
3. PIPELINE EQUIPMENT & SERVICES
4. GAS PROCESSING/DISTRIBUTION EQUIPMENT & SERVICES
5. DESIGN/ENGINEERING PROCUREMENT/DOWNSTREAM
6. REFINERY EQUIPMENT & SERVICES
7. CNG EQUIPMENT & CONSULTING

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SUPP IPSCO IN EFFORT TO WIN CONTR FOR PIPE SUPPLY; KEEP CDN
Expected Results: CDN COS AWARDED PGUP II CONTRACTS AS PRIME SUPPLIER OR SUB-CONTRACTOR

Activity: IDENT CDN FIRMS W/SUITABLE PROD/SERV TO BID ON DULANG OILF.
Expected Results: MDRE CDN COS VISIT MARKET, APPOINT LOCAL ASSOCIATES, BID TENDERS

Activity: IN COOP W/PROVS INTRO NEW OIL/GAS EQPT/SERV SUPPL; DEV SHORTL
Expected Results: OIL & GAS COS INCL ON UPCOMING PROV TRADE MISSIONS; 3 COS APPOINT LOCAL REPS

Activity: PROM CDN TECH & MANAG TRAINING PROG FOR THE PETROLEUM IND.
Expected Results: SECURE MLSIAN PARTICIPANTS ON ASIPIID & BSAM; HRD SEMINARS TO PETRONAS

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: 3RD MLSIAN OIL, GAS & PETROCHEMICAL ENGINEERING EXHIBITION
Expected Results: NATIONAL STAND & CDN INDUSTRY PARTICIPATION ON SPOT SALES; NEW AGENCY ARRTS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ASSIST GAS DISTR EQPT & SERV FIRMS TO POSITION THEMSELVES
Expected Results: CONGAS GAS DISTRIBUTION STUDY COMPLETED; CDN COS ALERTED TO SALES PROSPECTS

Activity: EXPLORE PETRONAS PROG TO SET UP PETROLEUM RESEARCH INST, IDEN
Expected Results: CESA VOLUNTEER ASSIGNED TO INSTITUTE; INSTITUTIONAL COOPERATION PURSUED

Activity: SUPP OKANAGAN HELICOP TO MKT TRANSP SERV TO OFFSHORE OIL/GAS
Expected Results: ESTABLISH COMPANY AS VIABLE ALTERNATIVE TO EXISTING UK SUPPLIER OF SERVICES

Activity: KEEP CDN OIL /GAS OPERATORS ABREAST OF EXPLO/PRODUCTION OPP
Expected Results: CDN OPERATORS AWARDED ADDITIONAL PRODUCTION SHARING CONTRACTS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

PENINSULAR GAS UTILIZATION PROJ PGUP II SUPPLY/CONSTRUCT.	Approximate Value: 400 M\$ Financing Source : OTHER Contact : DES RIVIERES, TLX MA 30269 R.HRUBY,EXTOTT/PST TEL:9957659
MELAKA OIL REFINERY (EPC)	Approximate Value: 200 M\$ Financing Source : EDC - Export Dev Corporation DOM - Domestically funded Contact : DES RIVIERES, TLX MA 30269 R.HRUBY,EXTOTT/PST TEL:9957659
DULANG OILFIELD PROJECT	Approximate Value: 800 M\$ Financing Source : EDC - Export Dev Corporation DOM - Domestically funded Contact : DES RIVIERES, TLX MA 30269 R.HRUBY,EXTOTT/PST TEL:9957659
GAS DISTRIBUTION PROJECTS AT INDUSTRIAL & DOMESTIC LEVEL	Approximate Value: 300 M\$ Financing Source : DOM - Domestically funded Contact : DES RIVIERES, TLX MA 30269 R.HRUBY,EXTOTT/PST TEL:9957659

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: KUALA LUMPUR

Market: MALAYSIA

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	101.00 \$M	108.50 \$M	121.30 \$M	117.63 \$M
Canadian Exports	1.30 \$M	1.40 \$M	2.00 \$M	4.00 \$M
Canadian Share of Market	1.30 %	1.30 %	1.60 %	3.40 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

GERMANY WEST	12.00 %
JAPAN	10.00 %
UNITED STATES OF AMERICA	9.00 %
NETHERLANDS	6.00 %
UNITED KINGDOM	3.00 %

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

Products/services for which there are good market prospects:

1. SCHOOL LABORATORY EQUIPMENT
2. UNIVERSITY CURRICULAR CONSULTING
3. DISTANCE EDUCATION PROGRAMS
4. X-RAY & RADIATION EQUIPMENT
5. MEDICAL, SURGICAL & VETERINARY INSTRUMENTS
6. ANTIBIOTICS
7. ANALGESICS
8. ANTISERA & MICROBIAL VACCINES
9. DERMATOLOGICAL
10. VITAMINS & MINERALS
11. DIAGNOSTIC EQUIPMENT & REAGENTS
12. EQUIPMENT FOR OPERATING THEATRES

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Lack of promotion and advertising
- Limited Canadian capabilities
- REGISTRATION & APPR-
- OVAL OF DRUGS TAKE

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONT LIAISON W/MIN OF HEALTH TO PROMOTE CDN INT IN ADB FIN.
Expected Results: CDN CO SHORT-LISTED AND AWARDED CONSULTANCY CONTRACT

Activity: ENCOUR CDN EQPT SUPPL TO BID 2ND & 3RD ADB VOCAT'L EDUC PROG
Expected Results: STIMULATE GREATER INTEREST IN MLSIAN MARKET; ESTABLISH CDN CREDENTIALS

Activity: CONT TO ENCOUR MLSIANS TO SEEK DN SHORT TERM TECH TRAINING
Expected Results: INCREASED EXPOSURE TO CDN TECH; MORE GOVT SPONSORED STUDENTS GOING TO CDA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ESTAB A SHORTLIST OF REPUTABLE AGENTS INTER IN HANDLING MED.
Expected Results: MATCH CDN SUPPLY CAPABILITY WITH LOCAL MARKET DEMAND

Activity: CONSULT MIN OF EDU & POLYTECH TO DEV SHORT TO MEDIUM TERM
Expected Results: ALERT CDN SUPPLIERS; PROMOTE UNSOLICITED PROPOSALS; ESTABLISH NEW AGENCIES

Activity: COOP W/MIDA IN THEIR INT IN FORMING CDA/MLSIA BIOTECHN JOINT
Expected Results: IDENTIFY CDN BIOTECH CO INTERESTED IN AND CAPABLE OF ESTABLISHING IN MLSIA

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUALA LUMPUR

Market: MALAYSIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

FISHERIES RESEARCH & DEV PRO- Approximate Value: 13 M\$
JECT Financing Source : OTHER
Contact : B.CHEE, TLX MA30269
R.HRUBY, EXTOTT/PST TEL 9957659

UNIVERSITY DEVELOPMENT PROJECT Approximate Value: 48 M\$
Financing Source : IBRD - World Bank
Contact : B.CHEE TLX MA 30269
R.HRUBY, EXTOTT/PST TEL 9957659

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: KUALA LUMPUR

Country: MALAYSIA

Canada's major competitors for investment from this territory/country are:

- AUSTRALIA
- NEW ZEALAND
- U.K.
- SINGAPORE

Compared to major competitive destinations, Canada is perceived to have the following advantages:

- COMMON JURIDICAL & LEGISLATIVE FOUNDATIONS. COMMON
- COMMON JURIDICAL & LEGISLATIVE FOUNDATIONS. COMMON
- RELATIVELY OPEN TO IMMIGRATION. RELATIVE EASE OF ACCESS
- RELATIVELY OPEN TO IMMIGRATION. RELATIVE EASE OF ACCESS

the following constraints:

- GEOGRAPHIC DISTANCE
- CULTURAL DIFFERENCES

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	MEDIUM
Acquisition	HIGH
Greenfield	LOW
Joint Venture	MEDIUM
Strategic Partnering	LOW
Technology Licensing	LOW

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: KUALA LUMPUR

Country: MALAYSIA

The mission believes that the following sectors are of greatest interest to investors in its territory/country with an assigned ranking of 1-10:

Sector	Ranking
Consumer Products	5
Commercial Service	5

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABROAD

Mission: KUALA LUMPUR

Country: MALAYSIA

The mission has proposed the following investment promotion activities for the next fiscal year:

Date

Type: MISSION OUT, INDUSTRY

IDENTIFY INTEREST & PROMOTE CDA ON BASIS OF STRONG MARKET.

0/00

Location:

Invest Nature: GREENFIELD
JOINT VENTURE
ACQUISITION

Sector: ADVANCED TECH. PROD. & SERV

Cooperants: ROBERT MCLEOD/MIDA CMA

Estimated Budget: \$5,000.00

GENERAL MARKET IDENTIFICATION.

0/00

Location:

Invest Nature: OPEN

Sector: MULTIPLE SECTORS

Cooperants: BNS

Estimated Budget: \$5,000.00

Type: ENTREPRENURIAL SEMINAR

INCREASE AWARENESS OF CDA AMONG POTENTIAL INVESTOR MIGRANTS.

5/89

Location: SABAH & SARAWAK

Invest Nature: OPEN

Sector: MULTIPLE SECTORS

Cooperants: PROVINCIAL TRADE OFFICES

Estimated Budget: \$50,000.00

INCREASE AWARENESS OF CDA AMONG POTENTIAL INVESTOR MIGRANTS.

9/89

Location: PENANG

Invest Nature: OPEN

Sector: MULTIPLE SECTORS

Cooperants: PROVINCIAL TRADE OFFICES

Estimated Budget: \$25,000.00

Total estimated budget for all proposals:

\$85,000.00

89/01/30 RP-A14 PEMD - Government Initiated Activities 1988

Post : KUALA LUMPUR

Start Date	Event Name, Location & Type	Sector/Contact
-----	-----	-----
89/05/00	POWER GENERATION INCOMING MISSION FROM KUALA LUMPUR MISSION IN, TO INDUSTRY	POWER & ENERGY EQUIP & SERV.
89/09/00	DATA TELECOMS MISSION FROM KUALA LUMPUR MISSION IN, TO INDUSTRY	ADVANCED TECH. PROD. & SERV

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RPTBI

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: MANILA

Country: PHILIPPINES

THE LAST YEAR HAS SEEN CONSIDERABLE IMPROVEMENT IN THE STABILITY OF THE AQUINO GOVERNMENT. PRESSURE FROM THE EXTREME LEFT AND RIGHT IS DECLINING AND THE GOVERNMENT OF THE PHILIPPINES (GOP) IS INCREASINGLY ABLE TO FOCUS ON ITS OWN AGENDA. THEY HAVE BEEN LARGELY SUCCESSFUL IN DISMANTLING MONOPOLIES IN KEY INDUSTRIES AND HAVE MADE SOME PROGRESS IN ASSET PRIVATIZATION AND DEBT-TO-EQUITY SWAPS, BUT REMAIN TO ACHIEVE ANY SIGNIFICANT RESULTS IN THE CONTROVERSIAL LAND-REFORM PLAN. THE GNP IS GROWING AT A RATE OF OVER 6%, THE HIGHEST IN A DECADE, BUT IT IS STILL BEING LARGELY FUELED BY CONSUMER SPENDING. FOREIGN AND DOMESTIC INVESTMENT, HOWEVER, HAS GROWN FROM US\$180 MILLION IN 1986, TO US\$400 MILLION IN 1987, TO PROJECTED US\$1 BILLION IN 1988. FOLLOWING A YEAR OF VIRTUALLY NO INFLATIONARY PRESSURE, INFLATION IS NOW RUNNING AT 9%. LENDING RATES NOW TOP 16%, UP 3% FROM 1987. IN RESPONSE TO STRONG PRESSURE FROM THE IMF, THE GOP IS PERSISTING IN ITS IMPORT LIBERALIZATION EFFORTS. EXPORTS ARE UP CONSIDERABLY IN THE FIRST 9 MONTHS OF 1988 (US\$ 5.1 B), BUT IMPORTS ARE INCREASING EVEN FASTER (US\$6.1 B), CAUSING A WIDENING TRADE DEFICIT WHICH MAY REACH US\$1.5 B BY THE END OF THE YEAR. INTERNATIONAL RESERVES HAVE FALLEN UNCOMFORTABLY LOW FROM A HIGH OF \$2B IN DECEMBER 1987 TO \$1.6B (ONLY TWO MONTHS OF EXPORTS) 9 MONTHS LATER. THE DEBT ISSUE CONTINUES TO PLAGUE THE ECONOMY. ABOUT 40% OF THE GOP BUDGET AND ALMOST HALF OF EXPORT EARNINGS ARE DEVOTED TO DEBT SERVICE. THE COUNTRY CONTINUES TO RELY HEAVILY ON AID FLOWS. CANADA, THE U.S., JAPAN, AUSTRALIA, NEW ZEALAND AND MOST WESTERN EUROPEAN COUNTRIES HAVE ACTIVE AID PROGRAMS. AS WELL, THE MAJOR AID DONORS ARE CONSIDERING A NEW MULTINATIONAL AID PROGRAM OF OVER US\$1 BILLION ANNUALLY. THE JAPANESE ARE EXPECTED TO ANNOUNCE SHORTLY A NEW UECF CONCESSIONAL LOAN PACKAGE VALUED AT OVER US\$800 MILLION. THE WORLD AND ASIAN DEVELOPMENT BANKS ARE ALSO LARGE SCALE DONORS. ALL THE AID ACTIVITY HAS SEVERELY TESTED THE GOP ABSORPTIVE CAPACITY - ABOUT US \$1 BILLION IN PREVIOUS AID COMMITMENTS REMAINS UNSPENT. MUCH OF THE AID FUNDS ARE DEVOTED TO INFRASTRUCTURE DEVELOPMENT, PARTICULARLY IN THE AREAS OF POWER, TELECOMMUNICATIONS, ROADS, WATER/SEWAGE, AND SMALL-SCALE INDUSTRY DEVELOPMENT. MANY OF THESE PROJECTS OFFER OPPORTUNITIES FOR CANADIAN FIRMS. OVERALL, WHILE ECONOMIC DIFFICULTIES REMAIN, POTENTIAL FOR CANADIAN EXPORTS HAS IMPROVED GREATLY. BUSINESS VISITORS, TRADE ENQUIRIES, AND INTEREST IN JOINT VENTURES HAVE INCREASED CONSIDERABLY OVER THE PAST YEAR. NEW CANADIAN INVESTMENT IN 1987 WAS ESTIMATED AT US\$3 MILLION, UP FROM MINIMAL LEVELS IN 1985 AND 1986. EXPORTS IN 1987 GREW 40% TO \$120 MILLION. FOR THE FIRST 6 MONTHS OF 1988, EXPORTS ARE UP 39% OVER THE SAME PERIOD IN 1987. PROSPECTS ARE PARTICULARLY GOOD IN A NUMBER OF MAJOR PROJECTS IN THE POWER, RURAL TELECOMMUNICATIONS, WATER SUPPLY, PORTS DEVELOPMENT, AND FORESTRY MANAGEMENT SECTORS. THE PLANNED \$42 MILLION EDC-CIDA CONCESSIONAL TELECOMMUNICATIONS LINE-OF-CREDIT WILL SIGNIFICANTLY INCREASE OPPORTUNITIES IN THAT SECTOR. THE GROWTH IN CIDA BILATERAL AND CIDA INC PROGRAMS OFFER FURTHER OPPORTUNITIES FOR CANADIAN SUPPLIERS, ESPECIALLY CONSULTANTS.

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: MANILA

Country: PHILIPPINES

THERE IS POTENTIAL FOR MINING EQUIPMENT, MEDICAL EQUIPMENT AND SUPPLIES, A WIDE VARIETY OF MACHINERY AND INDUSTRIAL SUPPLIES, AIRCRAFT, AND ELECTRICAL AND ELECTRONIC EQUIPMENT. ON THE AGRICULTURAL FRONT, PROSPECTS ARE VERY GOOD FOR CONTINUED SALES OF CANOLA, BARLEY, WHEAT AND SWINE, FOOD PRODUCTS. OUR SUCCESS RATE IN WINNING ASSIAN DEVELOPMENT BANK TECHNICAL ASSISTANCE AND PROCUREMENT CONTRACTS, FOR PROJECTS THROUGHOUT ASIA, CONTINUES TO IMPROVE - IN 1987, CANADIAN FIRMS WON CONTRACTS VALUED AT \$16 MILLION, UP 70% OVER 1986. THE 1988 YEAR LOOKS EQUALLY PROMISING.

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RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: MANILA

Country: PHILIPPINES

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. POWER & ENERGY EQUIP. & SERV.
BECAUSE OF SERIOUS POWER SHORTAGES (CAUSED BY MUTHBALLING OF NUCLEAR PLANT & INCR. DEMAND), THIS SECTOR ENJOYS HIGHEST PRIORITY OF GOV. MANY PROJ UN HORIZON ATTRACTING I.F.I. & BILATERAL EXPORT & AID FINANCING. LAW HAS BEEN AMENDED TO ALLOW ENTITIES (OTHER THAN NPC) TO GENERATE AND SELL POWER.
2. ADVANCED TECH. PROD. & SERV
MAJOR EXPANSION OF TELECOMS NETWORK CONTINUING. PUBLIC LAW TO PROVIDE FOR PROVISION OF TELEPHONE SERVICE TO ALL COMMUNITIES IN PHILIPPINES BY 1992. CIDA EDC SOFT LINE OF CREDIT OF \$43 MILLION SHOULD BE IN PLACE BY EARLY 1989.
3. AGRI & FOOD PRODUCTS & SERVICE
WITH IMPORT LIBERALIZATION, POTENTIAL FOR EXPANDED MARKET TO A WIDE VARIETY OF FOOD PRODUCTS. CONTINUED POTENTIAL FOR SALES OF MILD POWDER UREA, POTASH AND FERTILIZER, AND GOOD SCOPE FOR SALES OF FOOD PROCESSING EQUIPMENT.
4. GRAINS AND OILSEEDS
DESPITE US EEP, BUYERS CONTINUE TO FAVOUR CANADIAN WHEAT, WHEN PRICE DIFFERENTIAL NOT TOO HIGH. HAVE RECENTLY SUCCEEDED IN PENETRATING MKT FOR CANOLA, & GOOD POTENTIAL FOR ONGOING SALES. HIGH INTEREST IN CANADIAN GRAINS/OILSEED FOR ANIMAL FOOD.
5. MINE, METAL, MINERAL PROD & SRV
INCREASED METAL PRICES AND IMPROVED STABILITY OF GOVERNMENT HAVE SUBSTANTIALLY IMPROVED PROSPECTS FOR MINING SECTOR & MINING INVESTMENT. EXCELLENT POTENTIAL FOR CANADIAN SALES OF EQUIPMENT.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. MINE, METAL, MINERAL PROD & SRV	4. CHEM PROD & PETROCHEM, EQP, SERV
2. GRAINS AND OILSEEDS	
3. AGRI & FOOD PRODUCTS & SERVICE	

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MANILA

Market: PHILIPPINES

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	480.00 \$M	560.00 \$M	650.00 \$M	700.00 \$M
Canadian Exports	7.80 \$M	23.04 \$M	25.00 \$M	31.50 \$M
Canadian Share of Market	1.60 %	3.80 %	4.00 %	4.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries Market Share

AUSTRALIA	33.00 %
UNITED STATES OF AMERICA	32.00 %
EUROPEAN COMMON MARKET C	18.00 %
NEW ZEALAND	10.00 %
UNION OF SOVIET SOC REP	7.00 %

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

Products/services for which there are good market prospects:

1. MILK POWDER
2. POTASH/UREA
3. FOOD PROCESSING EQUIPMENT
4. ANIMAL BREEDING STOCKS
5. PROCESSED FOOD
6. FRESH FRUITS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Market prospects have not been adequately explored
- FREIGHT COST FROM CAN TO MANILA
- MAKES CDN PRODUCTS UNCOMPETITIVE

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MAINTAIN CLOSE CONTACT WITH SWINE & DAIRY BREEDERS TO ENCOUR
Expected Results: POSSIBLE INCREASE IN SALE OF ANIMAL BREEDING STOCK FROM
300 TO 500 HEADS PER YEAR.

Activity: DEVELOP RELATIONSHIP WITH PROCESSED FOOD IMPORTERS
Expected Results: INTRODUCTION OF CANADIAN PROCESSED FOOD PRODUCTS IN THE
MARKET.

Activity: MONITOR GOVT POLICY ON FRUIT IMPORTATION
Expected Results: INCREASE IMPORTATION OF CANADIAN FRUITS.

Activity: ASSIST CIDA IN COMMODITY GRANT ON POTASH/UREA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: CANADIAN FOOD AND BEVERAGE SHOW '89
Expected Results: INCREASED AWARENESS ON CANADIAN PROCESSED FOOD FOR POSSIBLE
MARKET SHARE.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MANILA

Market: PHILIPPINES

Sector : GRAINS AND OILSEEDS

Sub-Sector: CEREAL GRAINS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	99.00 \$M	135.00 \$M	180.00 \$M	204.00 \$M
Canadian Exports	8.50 \$M	20.40 \$M	8.80 \$M	15.60 \$M
Canadian Share of Market	9.00 %	15.00 %	5.00 %	8.00 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA 95.00 %

Products/services for which there are good market prospects:

1. WHEAT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CLOSELY CO-ORD. W/PHIL. ASS'N OF FLOUR MILLERS ON WHEAT TEND
Expected Results: POSSIBLE INCREASE IN MARKET SHARE ON WHEAT FROM 5% TO 8%.

Activity: MARKET DEVELOPMENTS AND U.S. EEP

Activity: ASSIST CMB IN IDENTI. CAND. FOR COURSES IN CDN INTERN GRAINS
Expected Results: INCREASED AWARENESS OF LOCAL MILLERS ON QUALITIES OF
CANADIAN GRAINS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MANILA

Market: PHILIPPINES

Sector : GRAINS AND OILSEEDS

Sub-Sector: OILSEEDS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	11.04 \$M	11.60 \$M	11.40 \$M
Canadian Exports	0.00 \$M	0.00 \$M	4.30 \$M	5.00 \$M
Canadian Share of Market	0.00 %	0.00 %	37.00 %	43.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	60.00 %
UNITED STATES OF AMERICA	15.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. CANOLA MEAL

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTINUE CLOSE LIAISON W/LOCAL FEEDMILLERS TO PROMOTE CANOLA
Expected Results: INCREASE IN MARKET SHARE FROM 4% TO 5%.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: FOLLOW UP CANOLA MEAL INFORMATIVE SEMINAR TO SUBSTANTIATE
Expected Results: INFORM LOCAL FEEDMILLERS OF THE QUALITIES OF CANOLA MEAL.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MANILA

Market: PHILIPPINES

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	150.00 \$M	60.00 \$M	40.00 \$M	40.00 \$M
Canadian Exports	10.00 \$M	1.20 \$M	0.20 \$M	0.20 \$M
Canadian Share of Market	6.70 %	2.00 %	0.50 %	0.50 %

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

Major Competing Countries

Market Share

GERMANY WEST	35.00 %
UNITED STATES OF AMERICA	20.00 %
ITALY	5.00 %
JAPAN	25.00 %
FRANCE	5.00 %

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

Products/services for which there are good market prospects:

1. RURAL TELECOMS
2. CONSULTING SERVICES
3. WIRE & CABLE
4. SWITCHING EQUIPMENT
5. CABLE TV

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- COMPETITION FROM COUNTRIES OFFERING
- CONCESSIONAL FINANCING

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: VISIT TO CDA OF ASSISTANT SECRETARY OF COMMUNICATIONS
Expected Results: BETTER UNDERSTANDING OF CANADIAN CAPABILITIES

Activity: INFORMATION BOOTH IN PHIL TELECOM 90
Expected Results: HIGHER PROFILE

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MANILA

Market: PHILIPPINES

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: HYDRO

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	50.00 \$M	95.00 \$M	150.00 \$M	600.00 \$M
Canadian Exports	0.00 \$M	3.00 \$M	5.00 \$M	12.00 \$M
Canadian Share of Market	0.00 %	3.00 %	3.00 %	3.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

JAPAN	40.00 %
ITALY	10.00 %
UNITED STATES OF AMERICA	20.00 %

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

Products/services for which there are good market prospects:

1. POWER BOILERS & ACCESSORIES
2. TRANSMISSION HARDWARE
3. SCADA SYSTEMS
4. SPARE PARTS
5. CONSULTING & ENG'G SERVICES

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 pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- CONCESSIONAL LOANS OFF. BY ITALY,
- AUST, FRA, & W. GER.. CAN HAS LIMITED

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP DEV. OF CALACA II COAL-FIRED THERMAL PLT 14TH POWER
Expected Results: CANADIAN PARTICIPATION IN BOILER, ISLAND (CALACA II), SCADA & LOAD DISPATCH CENTRAL

Activity: FOLLOWUP LEADS GEN. BY RECENT ELECT. MISSION IN PARTICULAR,
Expected Results: SALE OF UPWARDS OF \$1 MILLION

Activity: MONITOR AGUS III ENG. STUDY(EDC) & PULANGUI V FEASIB. STUDY
Expected Results: CDN PARTICIPATION IN THESE HYDRO PROJECTS (AGUS III 1990 AND PULANGUI V 1993).

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MONITOR NEW POWER PROJECTS IN GENERATION, TRANS. & DISTRIB.
Expected Results: INCREASE CHANCES OF CDA PARTICIPATION.

Activity: FOLLOWUP COAL WATER FUEL STUDY (CIDA INC)
Expected Results: CONVERSION OF DENORD THERMAL PLANTS TO CWF.

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

AGUS III Approximate Value: 200 M\$
 Financing Source : OTHER
 Contact : BYRON C.N. LEE (EMBASSY)

PULANGUI V Approximate Value: 200 M\$
 Financing Source : OTHER
 Contact : BYRON C.N. LEE (EMBASSY)

CALACA II Approximate Value: 300 M\$
 Financing Source : OTHER
 Contact : BYRON C.N. LEE (EMBASSY)

VARIOUS TRANSMISSION PROJECTS Approximate Value: 10 M\$
 Financing Source : OTHER
 OTHER
 Contact : BYRON C.N. LEE (EMBASSY)

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MANILA

Market: PHILIPPINES

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	250.00 \$M	210.00 \$M	195.00 \$M	150.00 \$M
Canadian Exports	1.25 \$M	0.60 \$M	0.60 \$M	0.40 \$M
Canadian Share of Market	0.50 %	0.30 %	0.30 %	0.20 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 3-5 \$M

Major Competing Countries

Market Share

JAPAN	60.00 %
GERMANY WEST	1.00 %
UNITED STATES OF AMERICA	30.00 %

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

Products/services for which there are good market prospects:

1. AUTO/TRUCK PARTS
2. AIRCRAFT PARTS/OVERHAUL
3. URBAN TRANSIT
4. LOCOMOTIVE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MONITOR DEVELOPMENT OF LIGHT RAIL TRANSIT PHASE II PROJECT
Expected Results: SUBSTANTIAL INVOLVEMENT OF CANADIAN COMPANIES IF PROJECT IS APPROVED.

Activity: FOLLOW UP WITH PHIL. AIRLINES FOR THEIR OVERHAULING & MAINT.
Expected Results: POTENTIAL CONTRACTS OF UP TO \$800 THOUSAND.

Activity: FOLLOWUP ON PHIL. NATIONAL RAILWAYS REHABILITATION PROJECT
Expected Results: LOCOMOTIVE UNITS, SIGNALLING AND COMMUNICATION FACILITIES.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: AUTO PARTS MANUFACTURERS MISSION TO MANILA
Expected Results: JOINT VENTURE AGREEMENTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: FOLLOWUP WITH NEW AIRLINE COMPANIES ON EQPT REQTS.
Expected Results: SALE OR LEASE OF CANADIAN AIRCRAFT

Activity: FOLLOWUP WITH PHIL. AIR FORCE REQ. FOR MEDIUM - LIFT
Expected Results: SALE OF CANADIAN AIRCRAFT.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MANILA

Market: PHILIPPINES

Sector : FOREST PRODUCTS,EQUIP,SERVICES

Sub-Sector: PULP AND PAPER PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	74.14 \$M	116.59 \$M	145.00 \$M
Canadian Exports	0.00 \$M	5.40 \$M	6.40 \$M	7.00 \$M
Canadian Share of Market	0.00 %	7.00 %	5.00 %	5.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	23.00 %
SWEDEN	22.00 %
GERMANY WEST	18.00 %
UNITED KINGDOM	14.00 %
OTHER COUNTRIES	23.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. WASTE PAPER
2. KRAFT PAPER
3. PAPER/PAPERBOARD
4. CHEMICAL WOOD PULP

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MONITOR COMMODITY GRANT OF CIDA TO EDPITAFF ON BOOK PAPER
Expected Results: INFORM CANADIAN SUPPLIER OF CIDA TENDERS.

Activity: LIAISON w/PAP. MILLS & TRADERS TO SOURCE REQ. DIRECT FROM CN
Expected Results: POSSIBLE INCREASE IN MARKET SHARE.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SURVEY OF PHIL IMPORTS TO IDENTIFY OPPORT. FOR CDN SUPPLIERS
Expected Results: INCREASED AND MORE DIVERSIFIED EXPORT SALES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MANILA

Market: PHILIPPINES

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	110.00 \$M	107.00 \$M	113.00 \$M	115.00 \$M
Canadian Exports	2.00 \$M	2.00 \$M	3.00 \$M	5.00 \$M
Canadian Share of Market	1.80 %	1.80 %	2.60 %	4.30 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	38.00 %
JAPAN	35.00 %
UNITED KINGDOM	10.00 %
GERMANY WEST	4.00 %
AUSTRALIA	4.00 %

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

Products/services for which there are good market prospects:

1. SPARES
2. CONSUMMABLES
3. NEW MINING EQPT
4. USED MINING EQPT
5. CONSULTING SERVICES

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 pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MAIL OUT CDN MINING EQUIP. BROCHURES TO CONTACTS IN INDUSTRY
Expected Results: INFORM INDUSTRY OF CDN EQUIPMENT AND EXPERTISE

Activity: FOLLOWUP WITH RECIPIENTS OF BROCHURES
Expected Results: NEW AGENCY AGREEMENTS & EXPORT SALES.

Activity: MINING INDUSTRY STUDY
Expected Results: PROVIDE INFO TO CDN COYS ON AREAS OF OPPORTUNITY IN PHIL.
MINING INDUSTRY.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: MINING EQUIPMENT MISSION - MAY 1989
Expected Results: NEW BUYING CONNECTIONS AND AGENCIES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

SEMIRARA COAL CORP.

Approximate Value: 300 M\$

Financing Source : OTHER

EOC - Export Dev Corporation

Contact

: BYRON C.N. LEE (EMBASSY)

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MANILA

Market: PHILIPPINES

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: PHARMACEUTICALS, BIOTECHNOLOGY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	121.00 \$M	133.00 \$M	140.00 \$M
Canadian Exports	0.00 \$M	0.56 \$M	1.30 \$M	2.10 \$M
Canadian Share of Market	0.00 %	0.40 %	1.00 %	1.50 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	38.00 %
UNITED KINGDOM	37.00 %
GERMANY WEST	19.00 %
OTHER COUNTRIES	6.00 %

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

Products/services for which there are good market prospects:

1. PHARMACEUTICAL RAW MATERIALS
2. GENERIC DRUGS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- PEMD support
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- RECENT LAW ON GENERIC DRUGS HAS
- OPENED UP NEW MKT FOR PHARM. PROD

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CLOSELY MONITOR PHARM. REQ. IN THE LOCAL IND. TO PROMOT CON
Expected Results: POSSIBLE INCREASE IN MARKET SHARE FROM 4% TO 1%

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PHARMACEUTICAL SECTOR MARKET STUDY

Activity: FOLLOW UP ON JOINT VENTURE OPPORT. WHICH DEVELOPED
Expected Results: JOINT VENTURES AND FIRST TIME EXPORT SALE FOR A LEAST
2 CANADIAN FIRMS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MANILA

Market: PHILIPPINES

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: HOSP. & MEDICAL EQUIP, INSTRUM.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	12.00 \$M	12.00 \$M	10.00 \$M	5.00 \$M
Canadian Exports	0.10 \$M	0.00 \$M	0.00 \$M	0.02 \$M
Canadian Share of Market	0.08 %	0.01 %	0.01 %	0.03 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	50.00 %
JAPAN	30.00 %
GERMANY WEST	8.00 %

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

Products/services for which there are good market prospects:

1. HOSPITAL SUPPLIES
2. DIAGNOSTIC EQUIPMENT
3. MEDICAL/SURGICAL EQPT.

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Canada is one of few sources of supply

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MANILA

Market: PHILIPPINES

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MEDICAL INDUSTRY STUDY

Expected Results: INFORM CDN COYS OF OPPORTUNITIES

89/01/30 RP-A14 PEMD - Government Initiated Activities 1988

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Post : MANILA

<u>Start Date</u>	<u>Event Name, Location & Type</u>	<u>Sector/Contact</u>
89/05/00	MINING EQUIPMENT MISSION TO MANILA MISSION OUT, INDUSTRY	MINE, METAL, MINERAL PROD & SRV

RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: NEW DELHI

Country: INDIA

TRADE LEVELS THIS YEAR HAVE REBOUNDED AND CANADIAN EXPORTS MAY WELL REACH \$500 MILLION, AN INCREASE OF MORE THAN 50% OVER LAST YEAR. NOT SURPRISINGLY, 1987/88 WAS MARKED BY A HIGH LEVEL OF ACTIVE INTEREST IN INDO-CDN BILATERAL TRADE FROM BOTH GOVERNMENT, AND MORE IMPORTANTLY, INDUSTRY LEVELS. THE WORKING GROUP ON COAL LED BY THE SECRETARY (DM) RE-AFFIRMED THE GOVERNMENT OF INDIA INTENT TO AWARD THE \$166 MILLION RAJMAHAL PROJECT TO CANADA. SUBSEQUENTLY, RAJMAHAL HAS RECEIVED INDIAN CABINET APPROVAL AND CONTRACT SIGNING IS EXPECTED WITHIN WEEKS. CANADA RE-AFFIRMED ITS INTEREST IN THE BARAGOLAI COAL PROJECT (\$75-100 MILLION). WITH GOI HAVING LONG PRESSED US TO TAKE UP THIS PROJECT, THE OUTLOOK FOR BARAGOLAI OVER THE NEXT FEW YEARS IS EXCELLENT. FINAL CONTRACT NEGOTIATIONS AND SIGNING OF CHAMERA II (\$310 MILLION) ARE ALSO EXPECTED WITHIN THE NEXT 8 WEEKS. THE SIGNING OF CAE SIMULATOR DEAL (\$14 MILLION) MARKED THE SECOND MAJOR DEAL IN 8 MONTHS FOR CAE BRINGING TO FRUITION 2 YEARS OF INTENSIVE EFFORT. A FRUITFUL EXCHANGE OF VIEWS OF A NUMBER OF ISSUES TOOK PLACE WITHIN THE FRAMEWORK OF THE SENIOR OFFICIALS ECONOMIC CONSULTATIONS, AND THE ANNUAL MINISTERIAL CONSULTATIONS LED BY THE SSEA AND INDIA'S MINISTER OF STATE FOR EXTERNAL AFFAIRS. PROGRESS ON THE YAMUNANAGAR THERMAL PROJECT HAS BEEN SIGNIFICANTLY ACCELERATED AS A RESULT. THE VISIT OF CANADA'S MINISTER OF TRANSPORT SERVED TO STRONGLY ENDORSE CANADIAN INTEREST IN INDIAN REQUIREMENTS FOR DIESEL LOCOMOTIVES, AIRCRAFT AND MASS TRANSIT SYSTEMS. A MOU FOR TECHNICAL CO-OPERATION AND TRAINING BETWEEN TTCL/UTDC AND THE GOI MASS TRANSIT TECHNICAL ADVISORS RESULTED. MISSIONS TO INDIA OF LEADING CANADIAN FIRMS IN THE AREAS OF AVIATION, RAIL AND MASS TRANSPORT, TIMBER, PLASTICS, NATURAL GAS, TELECOMMUNICATIONS AND SPACE TECHNOLOGY WERE RECIPROCATED BY LARGE AND WELL ORGANISED MISSIONS FROM FICCI AND THE INDIAN MERCHANT CHAMBER TO CANADA. THE EDC/CIDA LOC FOR OIL AND GAS SECTOR BECAME OPERATIONAL WITH THE FIRST \$15 MILLION OF DRAWDOWNS MADE BY MID-YEAR. AN INCOMING MISSION OF INDIAN OIL & GAS INDUSTRIALISTS, A SPECIALIZED SEMINAR IN CANADA AND PUBLICATIONS ON THE INDIAN MARKET HAVE KINDLED NEW INTEREST IN INDIAN OPPORTUNITIES AMONGST CANADA'S OIL PATCH. UPCOMING CANADIAN PARTICIPATION AT THE EIGHTH INDIAN ENGINEERING TRADE FAIR, MINISTERIAL VISITS AND SEVERAL MISSIONS ROUNDS OUT THE HIGHLIGHTS OF AN INTENSELY BUSY AND FRUITFUL YEAR. INDIAN ECONOMIC GROWTH HAS TRADITIONALLY BEEN STEADY, BUT UNSPECTACULAR. DUE TO SEVERE DROUGHTS EXPERIENCED IN RECENT YEARS, INDIA'S GDP GROWTH IS LIKELY TO BE LESS THAN 2% THIS YEAR. A FURTHER CONSTRAINT TO GROWTH IS THE STEADILY INCREASING DEBT SERVICE RATIO WHICH IS NOW APPROACHING 25%. PROBLEMS OF TIGHT CONTROL OF FOREIGN EXCHANGE AND RESTRAINTS ON INTERNALLY AVAILABLE RESOURCES WILL UNDOUBTEDLY CONTINUE TO PLAGUE INDIA'S EFFORTS TO REACH MORE DYNAMIC GROWTH LEVELS. NOTWITHSTANDING SLUGGISH GROWTH, INDIA CONTINUES TO BE AN ATTRACTIVE MARKET FOR LARGE CAPITAL PROJECTS IN THE POWER AND MINING SECTORS DESPITE THE LENGTHY LEAD TIMES REQUIRED TO CLINCH DEALS. HIGH TECHNOLOGY, TRANSPORTATION AND OIL & GAS ARE FURTHER SECTORS WHERE LARGE PROJECTS AND INDUSTRIAL CO-OPERATION PROVIDE ATTRACTIVE OPPORTUNITIES FOR CANADIAN COMPANIES. 1988

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: NEW DELHI

Country: INDIA

HAS MARKED A TURN AROUND FROM LAST YEAR'S PLUNGE IN OUR COMMODITY EXPORTS. THIS BODES WELL FOR OUR CONTINUING SUCCESS IN CHALLENGING OUR COMPETITORS. INDUSTRIAL CO-OPERATION IN ALL ITS FORMS IS GROWING IN IMPORTANCE TO ANY SUCCESSFUL STRATEGY TO PENETRATE THE INDIAN MARKET. INDIA STRONGLY PREFERS INCLUDING SERVICES, IS VITAL TO A SUCCESSFUL BID. IF CANADIAN INDUSTRY IS TO SUCCEED IN THE LONG TERM, IT MUST COME TO TERMS WITH THIS REALITY.

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: NEW DELHI

Country: INDIA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. POWER & ENERGY EQUIP. & SERV.
INDIAN POWER REQUIREMENTS ARE ENORMOUS AND SECTOR IS FOCUS OF CIDA PROGRAM. CANADA HAS SUCCESSFUL TRACK RECORD AND SEVERAL LARGE TURNKEY PROJECTS ARE BEING PURSUED BY CANADIAN FIRMS.
2. MINE, METAL, MINERAL PROD & SRV
MATCH BETWEEN CANADIAN CAPABILITIES AND INDIAN REQUIREMENT IS GOOD. TURNKEY PROJECTS SUPPORTED BY ATTRACTIVE FINANCING HAVE POTENTIAL. INDO-CANADIAN WORKING GROUP ON CUAL SUPPORTS CANADIAN COMPANIES' EFFORTS.
3. ADVANCED TECH. PROD. & SERV
INDIAN INDUSTRIAL CAPABILITY WHILE YOUNG IS SIGNIFICANT IN THIS SECTOR AND EXCELLENT OPPORTUNITIES EXIST FOR INDUSTRIAL COLLABORATION. SEVERAL SUB-SECTORS ARE TARGETED FOR STRONG GROWTH IN THE FUTURE, PARTICULARLY TELECOMMUNICATIONS.
4. OIL & GAS EQUIPMENT, SERVICES
INDIAN REQUIREMENTS ARE LARGE. INDUSTRIAL CO-OPERATION OPPORTUNITIES PROMISING AND ESSENTIAL TO A LONG TERM STRATEGY. INDIA IS INCREASINGLY DEVELOPING IN NATURAL GAS RESOURCES, AN AREA OF PARTICULAR EXPERTISE IN CANADA.
5. TRANSPORT SYS, EQUIP, COMP, SERV.
INDIAN TRANSPORTATION REQUIREMENTS AND CANADIAN CAPABILITIES MATCH WELL. INDUSTRIAL CO-OPERATION AN ESSENTIAL INGREDIENT IN SUCCESSFUL STRATEGY PROVIDES GOOD OPPORTUNITIES FOR CANADIAN FIRMS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. GRAINS AND OILSEEDS	4. MINE, METAL, MINERAL PROD & SRV
2. FOREST PRODUCTS, EQUIP, SERVICES	5. TRANSPORT SYS, EQUIP, COMP, SERV.
3. FOREST PRODUCTS, EQUIP, SERVICES	6. POWER & ENERGY EQUIP. & SERV.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NEW DELHI

Market: INDIA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	499.00 \$M	519.00 \$M	356.00 \$M	359.00 \$M
Canadian Exports	2.00 \$M	3.00 \$M	5.00 \$M	8.00 \$M
Canadian Share of Market	0.50 %	0.60 %	1.40 %	2.20 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	0.00 %
AUSTRALIA	0.00 %
NEW ZEALAND	0.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. PEAS AND PULSES
2. FOOD PROCESSING EQUIPMENT AND TECHNOLOGY
3. SEEDS (FRUITS & VEG. FODDER
4. EMBRYOS/TRANSFER TECH.
5. CONSULTING SERVICES
6. AGRICULTURAL MACHINERY
7. VETERINARY PRODUCTS

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Non-competitive pricing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- HEALTH CERTIFICATION REQUIREMENTS
- HIGHER FREIGHT COSTS FOR COMMODITIES
- TIES FOOD PROCES. IS A NEW OPPORT.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PERIODIC REPORT ON MKT SITUATION WITH REGARD TO AGRIC & FOOD
Expected Results: KEEP CANADIAN EXPORTERS UPDATE ON MARKET OPPORTUNITIES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: PARTICIPATION IN "AHARA 90" INT'L EXH. ON FOOD PROCES. MACH.
Expected Results: ENHANCE CANADA'S EXPORT PROSPECT IN THIS FIELD

Activity: A 4-5 MEMBER MISS. FM CDA ON PEAS/PULSES DURING NOV/DEC. 1989
Expected Results: ENHANCE CANADA'S EXPORT PROSPECT IN THIS FIELD

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PREPARATION OF A MKT SURVEY REPORT ON PEAS/PULSES
Expected Results: EDUCATE AND ENCOURAGE CANADIAN EXPORTERS

Activity: PREPARATION OF A MKT SURVEY REPORT ON FOOD PROCES. EQUIP/TECH
Expected Results: EDUCATE AND ENCOURAGE CANADIAN EXPORTERS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NEW DELHI

Market: INDIA

Sector : GRAINS AND OILSEEDS

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	846.00 \$M	809.00 \$M	1034.00 \$M	756.00 \$M
Canadian Exports	56.00 \$M	16.00 \$M	22.00 \$M	30.00 \$M
Canadian Share of Market	6.60 %	2.00 %	2.10 %	4.00 %

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

Major Competing Countries

Market Share

MALAYSIA	40.00 %
BRAZIL	24.00 %
UNITED STATES OF AMERICA	3.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. CANOLA OIL
2. WHEAT
3. CORN (MAIZE)

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- GOVERNMENT
- IMPORTS ONLY
- CDN COS EXPORTING THROUGH INT'L
- TRADING HOUSES ONLY. PREMIUM QUAL.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PERIODIC REPORTING OF MKT SITUATION IN RELATION TO WHEAT,
Expected Results: KEEP CANADIAN EXPORTERS UPDATE ON MARKET OPPORTUNITIES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: A 4-5 MEMBER MISS FM CDA ON EDIBLE OILS/OILSEEDS & CEREALS
Expected Results: ENHANCE CANADA'S EXPORT PROSPECTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MONITOR MKT OPP. MORE VIGOROUSLY & DEVELOP NEW CONT. IN SECT.
Expected Results: ENHANCE CANADA'S EXPORT PROSPECTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NEW DELHI

Market: INDIA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1075.00 \$M	1190.00 \$M	1330.00 \$M	1460.00 \$M
Canadian Exports	4.00 \$M	8.10 \$M	9.00 \$M	11.00 \$M
Canadian Share of Market	0.40 %	0.70 %	0.70 %	0.80 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	0.00 %
JAPAN	0.00 %
GERMANY WEST	0.00 %
FRANCE	0.00 %
UNITED KINGDOM	0.00 %
BELGIUM	0.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. TELECOMMUNICATIONS
2. COMPUTER/SOFTWARE/ELECTRONIC COMPONENTS
3. REMOTE SENSING
4. COMMUNICATIONS
5. SPACE COMMUNICATIONS
6. ELECTRONIC INSTRUMENTATION
7. CONSULTING SERVICES

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 pricing
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- LACK OF PATIENCE & PERSEV & FOLLOW
- UP.LACK OF CONT PRES IN THE MKT

In support of Canadian exports In this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP ON PROPOSED MOU BETWEEN TRC/DOC RESEARCH AGREEMENT
Expected Results: ESTABLISHMENT OF GOVT.-TO-GOVT. AND PVT-TO-PVT LINKAGES & INDUSTRIAL

Activity: CONT SUPP TO SPAR IN TDMA & CANAC FOR RAILW.TELECOM PROJ.
Expected Results: COLLABORATIONS IN COMMUNICATIONS SECTOR. 2. EXPORT SALES OF GOODS & SERVICES VALUED AT CDN \$17 MILLION.

Activity: SUPP SYNTRONICS JV WITH C-DOT(DOE)FOR DEV OF ADV COMPUTING
Expected Results: EXPORT SALES OF GOODS & TOT FEE VALUED AT CDN \$10-15 MILLION OVER NEXT COUPLE OF YEARS

For the next fiscal year, the mission will carry out the following approved tasks and missions:

Activity: ELECTRONICS INDIA 89

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: DET & ACT FOLLOW-UP ON SPACE COMM & REMOTE SENS MISS TO IND.
Expected Results: IMPROVE BUSINESS PROSPECTS FOR CDN COS IN THIS SECT, IN PARTICULAR, SPAR, DIPIX, INTERA, MICROTEL, BRISTOL AEROSPACE, MDA ETC.

Activity: INTENSIFIED EVALUATION OF NEW AGENTS IN SECTOR

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

A PHONE IN EVERY VILLAGE

Approximate Value: 150 M\$

Financing Source : OTHER

Contact : B.S.MURTY, DIR.GEN, TRC, KHURSH-
ID LAL BHAWAN, JANPATH, N.DELHI

HIGHER FREQUENCY BANDS IN MI-
CROWAVE VIZ. 13, 15, 17 & 19 GHZ

Approximate Value: 20 M\$

Financing Source : OTHER

Contact : M.A.CHOWDAPPA, DIR., TRC, KHURSH-
ID LAL BHAWAN JANPATH, N.DELHI

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NEW DELHI

Market: INDIA

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	700.00 \$M	730.00 \$M	770.00 \$M	850.00 \$M
Canadian Exports	40.00 \$M	35.00 \$M	50.00 \$M	60.00 \$M
Canadian Share of Market	6.00 %	5.00 %	7.00 %	7.00 %

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

Major Competing Countries

Market Share

UNION OF SOVIET SOC REP	25.00 %
UNITED KINGDOM	23.00 %
GERMANY WEST	22.00 %
UNITED STATES OF AMERICA	21.00 %
CANADA	5.00 %
FRANCE	4.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. ENGINEERING, PROCUREMENT, MANAGEMENT CONSULTING
2. HYDRO GENERATING EQUIPMENT AND SERVICES
3. THERMAL GENERATING EQUIPMENT AND SERVICES
4. TRANSMISSION EQUIPMENT AND SERVICES (HVDC)
5. CONSULTING (ENERGY EFFICIENCY, POLLUTION CONTROL)
6. CONTROL INSTRUMENTATION SYSTEMS
7. MINI/MICRO HYDRAULIC TURBINES
8. LARGE POWER TRANSFORMERS
9. SWITCHGEAR, POWER SWITCHGEAR ASSEMBLIES
10. POWER CIRCUIT BREAKERS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory
- PERSISTENCE, LONG TERM
- MARKET COMMITMENT

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Performance of local agent or representative
- LOCAL INDUSTRY
- LOBBY
- LACK OF RUPEE COUNTERPART FUNDS TO
- MEET LOCAL COSTS OF MAJOR CAPITAL

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONT. TO WORK CLOSELY WITH CDN FIRMS IN DEV. APPROP. STRAT. WHEN
Expected Results: SIGNED CONTRACT FOR ONE OR MORE MAJOR CAPITAL PROJECTS

Activity: CONT WITH MULTI-LEVEL CALL PROG ON GOV OFF IN SUPP OF CDN
Expected Results: SIGNED CONTRACT FOR ONE OR MORE MAJOR CAPITAL PROJECTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: VISIT OF SEN.OFF.IN D OF POWER FOR REVIEW OF CDN CAPABIL.
Expected Results: INCREASE IN SALE OF POWER EQUIP & NUMBER OF CDN BILATERAL PROJECTS.

Activity: INITIATE REGULAR MAIL OUT OF CURRENT DATA & DEV.TO CDN POWER
Expected Results: MORE TIMELY & INFORMED FOLLOW-UP ON OPPORTUNITIES-INCREASE IN # OF ACTIVE PARTICIPANTS IN MARKET.

Activity: DEVELOP GUIDE TO INDIAN POWER SECTOR
Expected Results: MORE TIMELY & INFORMED FOLLOW-UP ON OPPORTUNITIES-INCREASE IN # OF ACTIVE PARTICIPANTS

Activity: REFINEMENT OF POWER PROJECT CATALOGUE
Expected Results: IMPROVED MONITORING OF OVERALL POWER PROJ.SCENARIO & IDENTIFICATION OF PROJ.OPP.FOR CDN FIRMS - INCREASE # OF PROJECTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

VARIOUS HYDEL PROJECTS FOR
8TH PLAN

Approximate Value: 500 M\$
Financing Source : EDC - Export Dev Corporation
CIDA - Cdn Int'l Dev Agency
Contact : M. HOUGH, CHC NEW DELHI
(011) 608161

VARIOUS THERMAL PROJECTS FOR
8TH PLAN

Approximate Value: 500 M\$
Financing Source : EDC - Export Dev Corporation
OTHER
Contact : M. HOUGH, CHC NEW DELHI
(011) 608161

VARIOUS TRANSMISSION PROJECTS
FOR 8TH PLAN

Approximate Value: 100 M\$
Financing Source : EDC - Export Dev Corporation
IBRD - World Bank
Contact : M. HOUGH, CHC NEW DELHI
(011) 608161

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NEW DELHI

Market: INDIA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: RAIL

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1000.00 \$M	1000.00 \$M	1000.00 \$M	1000.00 \$M
Canadian Exports	20.00 \$M	20.00 \$M	20.00 \$M	20.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	0.00 %
FRANCE	0.00 %
UNITED KINGDOM	0.00 %
NETHERLANDS	0.00 %
GERMANY WEST	0.00 %

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

Products/services for which there are good market prospects:

1. HIGH POWER DIESEL LOCOMOTIVES
2. 50 SEATER COMMUTER PLANES
3. SPARE PARTS DIESEL LOCOS.
4. ENERGY EFFICIENCY EQUIPMENT
5. MASS TRANSIT EQUIPMENT AND SERVICES

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
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- EXCELLENT AGENT

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: DASH 8 - DEMONSTRATION IN NEW DELHI
Expected Results: INCREASE AWARENESS OF GOI DECISION MAKERS

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: MISSION TO CDA OF SEN. DECISION MAKERS IN MASS TRANSIT SECTOR
Expected Results: INCREASE GOI SUPPORT FOR CANADIAN INTEREST IN MASS TRANSIT SECTOR

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: BRING TOGETHER INDIAN REQ WITH CIDA'S PROF DEV TRAINING FUND
Expected Results: ENHANCE CANADIAN POSITION IN THIS SECTOR

Activity: WORK WITH INDIAN RLY & CDN FIRMS TO UPGRADE PATIALA RETURN.
Expected Results: INCREASE GOODWILL AT INDIAN RAILWAYS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NEW DELHI

Market: INDIA

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	160.00 \$M	176.00 \$M	190.00 \$M	200.00 \$M
Canadian Exports	2.00 \$M	1.00 \$M	2.00 \$M	14.00 \$M
Canadian Share of Market	1.00 %	0.50 %	1.00 %	7.00 %

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

Major Competing Countries

Market Share

UNION OF SOVIET SOC REP	26.00 %
UNITED KINGDOM	24.00 %
GERMANY WEST	22.00 %
UNITED STATES OF AMERICA	20.00 %
JAPAN	4.00 %
FRANCE	3.00 %

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

Products/services for which there are good market prospects:

1. MINING AND EXCAVATION MACHINERY
2. ENGINEERING/TECHNICAL SERVICES FOR MINE DESIGN
3. MINE MANAGEMENT SYSTEMS (COMPUTER HARDWARE)
4. REAR DUMP TRUCKS
5. MODULAR COAL WASHERIES
6. PROJECT MANAGEMENT
7. CONSTRUCTION MANAGEMENT
8. TECHNICAL SERVICES FOR DRILLING

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory
- COMMITMENT TO INDIAN
- MARKET

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive pricing
- Lack of promotion and advertising
- Performance of local agent or representative
- LOCAL IND LOBBY
- REQUIR.FOR TRANSFER
- IN CONSISTENT MKTG APPROACH COUPLED
- WITH BUREAUCRATIC DECISION MAKING

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONT TO WORK CLOSELY WITH CDN FIRMS IN DEV.APPROP.STARTEGIES
Expected Results: SIGNED CONTRACT FOR ONE OR MORE MAJOR CAPITAL PROJECTS IN NEXT 12 MONTHS.

Activity: CONTINUE WITH MULTI-LEVEL CALL PRDG ON GOI OFFICIALS IN SUPP

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: VISIT OF SELECTED MINING EQUIP MANUFACTURERS TO INDIA
Expected Results: INCREASE IN # OF COLLABORATIONS IN SECTOR

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: 3RD WORKING GROUP ON COAL MEETING
Expected Results: IDENTIFY NEW PROJECTS TO BE UNDERTAKEN ON BILATERAL BASIS, CONFIRM BAROGOLAI PROJECT FOR CANADA

Activity: COMPREHENSIVE DIRECT CALL PRDG ON KEY OFF IN INDIAN COAL SEC
Expected Results: INCREASE IN NUMBER OF COLLABORATIONS IN SECTOR OVER NEXT 12 MONTHS

Activity: EXPLORE INITIATIVES TO HEIGHTEN INTERESTS OF CDN METALLURGIC
Expected Results: INCREASE LEVEL OF SALES TO INDIAN MARKET IN NEXT 12 MONTHS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

NEW PUBLIC INVEST.HAVE BEEN	Approximate Value:	5 M\$
PLANNED FOR CONSTR & MODERNIZ.	Financing Source :	IBRD - World Bank
	Contact	: M. HOUGH, CHC, NEW DELHI
		(011) 608161

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NEW DELHI

Market: INDIA

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1000.00 \$M	1500.00 \$M	1500.00 \$M	1500.00 \$M
Canadian Exports	5.00 \$M	10.00 \$M	20.00 \$M	40.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	50.00 %
FRANCE	10.00 %
JAPAN	10.00 %
INDIA	20.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. OILFIELD SERVICES
2. OILFIELD EQUIPMENT
3. NATURAL GAS PROD. EQPT.
4. RELATED TELECOMMUNICATIONS EQUIPMENT
5. NATURAL GAS RELATED SERVICES
6. GAS PROCESSING EQUIPMENT & SERVICES
7. POWER EQUIPMENT FOR GAS FIRED PLANTS

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
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Performance of local agent or representative
- LACK OF MED TO LONG TERM VIEW-SMALL
- TO MED SIZE CDN FIRMS DO NOT HAVE

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PROMOTIONAL PROGRAM IN SUPPORT OF EDC/CIDA LINE OF CREDIT
Expected Results: BETTER AWARENESS IN CANADA AND INDIA OF LOC

Activity: CARRY OUT DET REVIEW OF CDN GOVT SUPP TO THIS SEC TO DET IFR
Expected Results: RATIONALISE GOVT. RESOURCES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INDIAN IND TO INTER-CAN & HOLD SEM ON DOING BUSINESS IN IND.
Expected Results: IDENTIFY JOINT VENTURES FOR PARTNERS IN CANADA

Activity: ORG 2 MISS IN OIL & GAS SEM AROUND TECHN SEM PRESENTATIONS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: COMP OF COMPR MKT INFO TOOL ON INDIAN NATURAL GAS SECTOR
Expected Results: BETTER AWARENESS IN CANADA OF OPPORTUNITIES

Activity: IDENT A TURNKEY MAJ CAP PROJ FOR A CONSORT OF CDN NAT GAS
Expected Results: IN MEDIUM TERM SECURE PROJECT - USE EDC/CIDA LOC

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NEW DELHI

Market: INDIA

Sector : INDUSTRIAL MACHIN, PLANTS, SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1800.00 \$M	1900.00 \$M	2000.00 \$M	2200.00 \$M
Canadian Exports	7.00 \$M	10.00 \$M	15.00 \$M	18.00 \$M
Canadian Share of Market	2.00 %	5.00 %	5.00 %	8.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

INDIA	60.00 %
UNITED KINGDOM	12.00 %
JAPAN	8.00 %
UNITED STATES OF AMERICA	6.00 %
GERMANY WEST	6.00 %
UNION OF SOVIET SOC REP	3.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. MATERIAL HANDLING
2. PACKAGING EQUIPMENT
3. PLASTIC PROCESSING
4. MACHINE TOOLS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NEW DELHI

Market: INDIA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited Canadian capabilities
- IMPORT CONTROLS DUE
- TO FOREIGN EXCHANGE
- INABILITY TO DEAL WITH TYPICALLY
- LONG DELAYS IN CUST TENDER AWARD

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PARTICIPATE AT 8TH INDIAN ENG TRADE FAIR, NEW DELHI - FEB/89
Expected Results: FURTHER ENHANCE CANADIAN PROFILE TO SEEK EXPORTS, J.V.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INC MACH MISS-DELHI/BOMBAY SPRING'90
Expected Results: AT LEAST TWO JOINT VENTURES

Activity: INDIPACK 90(PACKAGING INDY.EXHIB.)NEW DELHI - FEB/1990
Expected Results: ONE JOINT VENTURE, NEW EXPORTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: COMM STUDY OF GAPS IN INDIAN MACH SECT & CON STRENGTHS
Expected Results: IDENTIFY & ASSIST CANADIAN FIRMS WITH HIGH ESP TO SELL IN INDIA

89/01/30 RP-A14 PEMD - Government Initiated Activities 1988

Post : NEW DELHI

Start Date	Event Name, Location & Type	Sector/Contact
-----	-----	-----
89/11/00	ELECTRONICS INDIA'89, INDIA FAIR, NATIONAL STAND	ELECTRONICS EQUIP. & SERV
89/11/00	OIL & GAS SEMINARS INDIA/PAK/BNGLD SH SEMINAR, ABROAD	OIL & GAS EQUIPMENT, SERVICES
90/03/00	DEFENCE MISSION FROM INDIA MISSION IN, TO INDUSTRY	DEFENCE PROGRAMS, PRODUCTS, SERV

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: SEOUL

Country: KOREA

THE KOREAN ECONOMIC MIRACLE CONTINUES. REAL GROWTH IN GNP IS PROJECTED AT 11% FOR 1988 - THE FOURTH YEAR IN SUCCESSION OF DOUBLE DIGIT GROWTH. GOVT. PROJECTIONS CALL FOR 9% GROWTH IN 89 BUT SUCH FORECASTS HAVE CONSISTENTLY BEEN UNDERESTIMATES. PER CAPITA GNP IS PROJECTED TO RISE FM ITS CURRENT LEVEL OF US\$3500 TO US\$5000 BY '90 & TO THE US\$7000 RANGE BY '92. ACCORDING TO CDN LONG RANGE PROJECTIONS, KOREAN ECONOMIC GROWTH WILL EXCEED THAT OF ANY WESTERN DEVELOPED COUNTRY THROUGH TO THE END OF THIS CENTURY. DESPITE A RAPIDLY APPRECIATING CURRENCY (UP 13% AGAINST THE US\$ SO FAR IN '88) AND CONTINUING WAGE INCREASES, EXPORTS CONTINUE TO RISE (US\$57 BILLION FOR 1988) LEADING TO AN EXPECTED \$7.5 BILLION TRADE SURPLUS THIS YEAR. AN EQUALLY IMPRESSIVE CURRENT ACCOUNT SURPLUS OF \$11 BN FOR '88 HAS ALLOWED KOREA TO REDUCE ITS FOREIGN DEBT EVEN FURTHER WITH EXPECTATIONS OF NET CREDITOR STATUS BY 1991. UNDER CONTINUING PRESSURE FM ITS TRADING PARTNERS, KOREA HAS BEGUN TO EASE ITS RESTRICTIVE IMPORT REGIME, REDUCE RESTRICTIONS ON CAPITAL MOVEMENTS ABROAD (INCLUDING TOURISM), AND GRADUALLY OPEN ITS SERVICES SECTOR TO FOREIGN PARTICIPATION. THE WON WILL CONTINUE ITS MANAGED APPRECIATION IN 1989.

THESE FACTORS ARE LEADING DIRECTLY TO SUBSTANTIALLY INCREASED OPPORTUNITIES FOR CDA IN TRADE, INVSTMT DVLPMNT, TOURISM AND SRVCS (BANKING, INSURANCE, INVSTMT, SOFTWARE DVLPMNT, ADVERTISING, RETAILING). KOREA IS CURRENTLY CDA'S FIFTH LARGEST TRADING PARTNER WITH IMPORTS FM CDA (ACCORDING TO KOREAN FIGURES) INCREASING AT A 35% RATE IN '88 OVER THE \$1.2 BN LEVEL ACHIEVED IN '87. OUR TRADE DEFICIT WITH THIS COUNTRY IS GRADUALLY BEING REDUCED. GIVEN THE LACK OF NATURAL RESOURCES IN KOREA, RESOURCE PRODUCTS AND SEMI PROCESSED GOODS WILL CONTINUE TO DOMINATE OUR EXPORTS. THE EMBASSY WILL DEVOTE RESOURCES TO PROTECTING OUR LEADING POSITION AS A SUPPLIER OF RESOURCES FOR KOREAN INDUSTRY. MAJOR INVSTMTS IN THE AEROSPACE AND PETROCHEMICAL FIELDS, WHILE REDUCING THE MKTS FOR SOME CANADIAN PETROCHEMICALS, PROVIDE MKTS FOR TECHNOLOGY TRANSFER, COMPONENTS, ADVANCED MFTG. & PROCESS EQPT. SIMILAR DVLPMNTS IN THE ELECTRONICS AND AUTOMOTIVE INDUSTRIES, AS KOREA STRIVES TO UPGRADE EXISTING PRODS & MOVE TO HIGHER VALUE ADDED EQPT., SHOULD ALSO ATTRACT CDN FIRMS. SIMILARLY, KOREAN REQUIREMENTS CONTINUE FOR PROVEN HIGH TECH. DEFENCE PRODUCTS.

IN THE AGRICULTURAL & FOOD PRODS SECTORS SOME RELAXATION OF RESTRICTIONS HAVE ENABLED SMALL SALES OF ANIMAL FOOD PRODS & BEEF. CONTINUED DIPLOMATIC PRESSURE WILL BE REQUIRED TO FURTHER REDUCE BARRIERS IN THIS MOST PROTECTED SECTOR IN KOREA. A MKT HAS ALSO DEVELOPED FOR HIGH QUALITY FRESH AND PROCESSED FOOD PRODUCTS. WHILE THIS IS PRIMARILY RESTRICTED TO THE HOTEL/RESTAURANT SECTOR AT PRESENT, THE COMBINATION OF INCREASING PERSONAL INCOME AND LOWERING BARRIERS PROVIDE A POTENTIAL WORTH DEVELOPING IN VIEW OF CDN QUALITY AND COMPETENCE IN THIS AREA. ON THE SRVCS, INVSTMT AND TOURISM SECTORS, THE STAGE IS SET FOR AN EXPLOSION IN ACTIVITY AND OPPORTUNITIES SIMILAR TO THAT WHICH BEGAN IN JAPAN DURING THE 1970'S. AS A RESULT OF THE WON APPRECIATION, A SWOLLEN CURRENT ACCOUNT, FEARS OF INFLATION, AND FOREIGN PRESSURE, FINANCIAL AND BANKING CONTROLS ARE LIKELY TO

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: SEOUL

Country: KOREA

BE SIGNIFICANTLY ALTERED IN THE NEXT TWO YEARS. SIMILARLY, A RUSH OF INVESTMENTS ABROAD ARE CURRENTLY BEING PLANNED AND STUDIED IN RESPONSE TO A REDUCTION IN CAPITAL CONTROLS. THE CENTRAL BANK PURCHASED UPWARDS OF \$500 MILLION IN CDN BONDS IN THE PAST YEAR. CONTROLS ON THE DOMESTIC INSURANCE RESTRICTIONS ON TOURISM WILL BE ELIMINATED IN '89 RELEASING A PENT UP DEMAND FOR TRAVEL. CDA IS WELL PLACED IN THE BANKING SECTOR WITH 4 BANKS OPERATING HERE. INSURANCE, INVESTMENT AND ADVERTISING & TOURISM FIRMS HAVE APPROACHED THE EMBASSY FOR ASSISTANCE. THESE ARE CLEARLY SECTORS OF HIGH POTENTIAL AND LIKELY INTENSE INTEREST FOR CANADA. FINALLY, THERE IS A REQUIREMENT TO INTENSIFY OUR TRADE POLICY ACTIVITIES AND APPROACHES TO ENCOURAGE THE OVERALL REDUCTION OF BARRIERS, PARTICULARLY IN THE AGRICULTURAL FIELD, AND TO ENSURE WE OBTAIN EQUAL TREATMENT TO THAT OF OTHER COUNTRIES. THIS INVOLVES MUCH MORE ANALYSIS, TRANSLATION OF OUR BILATERAL TRADE INTERESTS INTO MTN NEGOTIATING POSITIONS AND A GENERALLY HIGHER LEVEL OF CONTACTS WITH LOCAL OFFICIALS IN ALL AREAS.

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RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: SEOUL

Country: KOREA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV
 - LARGE AND GROWING SECTOR
 - CANADIAN PRODUCTS ARE COMPETITIVE BUT NOT WELL-KNOWN
 - KOREA DIVERSIFYING FROM JAPAN
 - PATENT & COPY RIGHT PROTECTION HAS BEEN INTRODUCED
2. AGRI & FOOD PRODUCTS & SERVICE
 - RAPIDLY GROWING CONSUMER MARKET FOR FOOD PRODUCTS
 - GRADUAL LIBERALIZATION OF MARKET
 - CANADIAN PRODUCTS COMPETITIVE
3. GRAINS AND OILSEEDS
 - DOMESTIC PRODUCTION MINIMAL
 - LARGE IMPORT MARKET FOR FEED & FOOD GRAINS
 - U.S. FINANCING ADVANTAGE WILL END 1989
 - GRADUAL LIBERALIZATION
4. DEFENCE PROGRAMS, PRODUCTS, SERV
 - LARGE MARKET
 - CANADIAN EQUIPMENT COMPETITIVE IN CERTAIN NICHES
 - CANADIAN STANDS ACCEPTABLE
5. MINE, METAL, MINERAL PROD & SRV
 - CONTINUED DEMAND FOR METAL & MINERALS
6. OTHER SERVICES
 - KOREA BECOMING CAPITAL SURPLUS ECONOMY
 - OVERSEAS INVESTMENT LIBERALIZED
 - DEMAND FOR OVERSEAS INVESTMENT IN RESOURCES, AUTO PARTS, HI-TECH.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. MINE, METAL, MINERAL PROD & SRV	4. FOREST PRODUCTS, EQUIP, SERVICES
2. CHEM PROD & PETROCHEM, EQP, SERV	5. ADVANCED TECH. PROD. & SERV
3. GRAINS AND OILSEEDS	

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ANIMAL,POULTRY BREEDING STOCK

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	9.00 \$M	10.00 \$M	10.00 \$M	10.00 \$M
Canadian Exports	0.40 \$M	0.40 \$M	1.00 \$M	0.50 \$M
Canadian Share of Market	4.40 %	3.90 %	10.00 %	5.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 3-5 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	43.00 %
UNITED KINGDOM	11.00 %
AUSTRALIA	9.00 %
DENMARK	9.00 %
FRANCE	3.00 %
GERMANY WEST	3.00 %

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

Products/services for which there are good market prospects:

1. SWINE BREEDING STOCK
2. HOLSTEIN BULLS
3. HOLSTEIN SEMEN
4. CHICKEN BREEDING STOCK
5. RACING HORSE
6. MINK

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive quotas
- Performance of local agent or representative

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTINUE TO MONITOR KOREAN GOVT.'S POLICY CHANGES FOR
Expected Results: RE-ESTABLISH CATTLE MARKET FOR CANADIAN EXPORTERS.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ASSIST AGRICOTT IF THEY DECIDE TO HOLD SWINE SEM. IN FALL 89
Expected Results: EXPAND CANADIAN MARKET SHARE FOR SWINE BREEDING STOCK.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: MEATS & MEAT BY-PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	29.00 \$M	40.00 \$M	87.00 \$M	138.00 \$M
Canadian Exports	0.04 \$M	0.30 \$M	1.00 \$M	14.00 \$M
Canadian Share of Market	0.10 %	0.60 %	1.10 %	10.10 %

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

Major Competing Countries

Market Share

NEW ZEALAND	51.00 %
TAIWAN	8.00 %
BRAZIL	7.00 %
UNITED STATES OF AMERICA	6.00 %
AUSTRALIA	5.00 %

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

Products/services for which there are good market prospects:

1. BEEF
2. ANTLER
3. GALLSTON

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Competitive pricing

Factors for Canadian exports not reaching market potential:

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

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MONITOR/ADVISE OTTAWA OF NEW BEEF QUOTA FOR 1989.
Expected Results: EXPAND CANADIAN MARKET SHARE.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING BEEF MISSION IN JUNE 1989.
Expected Results: FAMILIAR KOREANS WITH CANADIAN BEEF SPECIFICATIONS.

Activity: OUTGOING BEEF MISSION IN SEPTEMBER 1990.
Expected Results: FAMILIARIZE KOREAN MARKET.

Activity: OUTGOING BEEF MISSION IN MAY 1991.
Expected Results: FAMILIARIZE KOREAN MARKET.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ASSIST GOV'T OF ALTA IF THEY DECIDE TO HOLD BEEF DEMONSTRATION
Expected Results: DEMONSTRATE THE QUALITY OF CANADIAN BEEF.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEDUL

Market: KOREA

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: FISH & SHELLFISH & OTHER PROD

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	140.00 \$M	244.00 \$M	300.00 \$M	350.00 \$M
Canadian Exports	5.00 \$M	6.00 \$M	3.00 \$M	5.00 \$M
Canadian Share of Market	3.50 %	0.30 %	1.00 %	1.40 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	41.00 %
JAPAN	8.00 %
NEW ZEALAND	3.00 %
ARGENTINA	1.00 %
NORWAY	1.00 %
ICELAND	1.00 %

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

Products/services for which there are good market prospects:

1. FROZEN HERRING
2. FROZEN SALMON
3. FROZEN COD
4. LIVE LOBSTERS
5. OCEAN PERCH (RED FISH)

Factors contributing to current successful Canadian exports:

- PEMD support
- Competitive pricing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive pricing
- Unsuitable product
- ANNUAL TRADE PLAN
- LACK OF J.V. FISHING COOP'N W/KRN
- COS ON CANADIAN WATER.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MONITOR/ADVISE OTT. OF CHANGES ON LIBERAL'N POLICY FISH PROD
Expected Results: IDENTIFY MARKET OPPORTUNITIES FOR NEW SPECIES.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: PART'N OF KORFOOD 89/SALMON&LOBSTER SPLRS APR.27-MAY 1,1989.
Expected Results: EXPAND CANADIAN MARKET SHARE FOR FROZEN SALMON AND DEVELOP A NEW MARKET FOR LIVE LOBSTERS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : GRAINS AND OILSEEDS

Sub-Sector: CEREAL GRAINS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1114.00 \$M	1046.00 \$M	1200.00 \$M	1300.00 \$M
Canadian Exports	83.00 \$M	146.00 \$M	20.00 \$M	50.00 \$M
Canadian Share of Market	7.40 %	13.90 %	1.20 %	3.80 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	71.00 %
AUSTRALIA	5.00 %
UNITED KINGDOM	2.00 %
THAILAND	1.00 %

Current Status of Canadian
exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. WHEAT
2. RYE
3. GRAIN SCREENING PELLETS
4. DEHYDRATED ALFALFA
5. CANARY SEED

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Competitive pricing

Factors for Canadian exports not reaching market potential:

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

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MONITOR/ADVISE ALFALFA TENDER OPPS. TO OTT./CDN DEHYDRA.ASS.
Expected Results: INCREASE CANADIAN MARKET SHARE FOR ALFALFA PRODUCTS.

Activity: CONTINUE TO LOBBY W/KOREAN FEED IND. TO PRESS KRN GOVT FOR
Expected Results: SALE OF 300,000 M/T OF BARLEY PER YEAR IF SUCCESSFUL.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING MILLING WHEAT MISSION IN OCTOBER 1989.
Expected Results: SHOW CANADIAN WHEAT INDUSTRY TO INFLUENTIAL DECISION MAKERS.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ASSIST/ORG. ALFALFA SEM. IN APR.89 IF CDA DECIDE TO HOLD SEM
Expected Results: DEMONSTRATE VALUE OF USING CANADIAN ALFALFA.

Activity: ASSIST/ORG.A WHEAT QUALITY SEMINAR IN NOV. 1989.
Expected Results: INCREASE CANADIAN MARKET SHARE FOR MILLING WHEAT.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : GRAINS AND OILSEEDS

Sub-Sector: OILSEEDS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	458.00 \$M	501.00 \$M	600.00 \$M	650.00 \$M
Canadian Exports	14.00 \$M	7.00 \$M	6.00 \$M	6.00 \$M
Canadian Share of Market	3.00 %	1.40 %	1.00 %	1.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	68.00 %
MALAYSIA	12.00 %
PHILIPPINES	3.00 %
BRAZIL	2.00 %
INDONESIA	1.00 %

Current Status of Canadian
exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. CANOLA MEAL
2. FLAXSEED
3. MUSTARD SEED
4. CANOLA SEED

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Restrictive quotas
- ENTIRELY DUE TO THE KOREAN GOVT
- RESTRICTION POLICIES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTINUE TO LOBBY MAFF TO DIVERSIFY IMPRTRS INCL.SHL.CRUSHER
Expected Results: RE-OPENING OF CANOLA SEED MARKET.

Activity: MONITOR/ADVISE CANOLA MEAL TENDER OPPORTUNITIES TO OTTAWA.
Expected Results: EXPAND CANADIAN MARKET SHARE FOR RAPESEED MEALS.

Activity: ASSIST CIGI IN INVITING KOREAN PARTS TO FEED TECH. COURSE.
Expected Results: PROVIDE OPPORTUNITIES TO FAMILIARIZE WITH CANADIAN FEED INDUSTRY.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING OILSEED MISSION IN MAY 1990.
Expected Results: SHOW CANADIAN OILSEED INDUSTRY.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PRESS THE KOREAN GOVT. FOR REDUC'N OF TARIFF/CANOLA SEED/OIL
Expected Results: PROVIDE OPPORTUNITIES TO EXPORT CANOLA SEEDS AND OILS.

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: AEROSPACE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	540.00 \$M	600.00 \$M	1020.00 \$M	1200.00 \$M
Canadian Exports	21.30 \$M	40.00 \$M	55.00 \$M	75.00 \$M
Canadian Share of Market	4.00 %	7.00 %	5.30 %	6.20 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	90.00 %
UNITED KINGDOM	0.00 %
FRANCE	0.00 %
GERMANY WEST	0.00 %
ITALY	0.00 %

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

Products/services for which there are good market prospects:

1. DASH 9 (ASW)
2. RADARS
3. THERMAL IMAGING DENCE
4. RAST SYSTEMS
5. CL-215
6. F-18 SYSTEMS
7. F-5 UPGRADE
8. A/C SIMULATORS
9. RPV'S

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory
- OFFSET PROGRAM

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RPTCL TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEDUL

Market: KOREA

Factors for Canadian exports not reaching market potential:

- Import duties are high
- Lack of promotion and advertising
- Market prospects have not been adequately explored
- U.S.A. PRESSURE TO
- BUY AMERICAN

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: DEFENSE MISSION TO CANADA.

Expected Results: RAISE PROFILE OF CANADIAN IND.; INITIATE NEW PRODUCTS SALES.

Activity: AEROSPACE MISSION TO KOREA

Expected Results: DEVELOP APPRECIATION OF KOREAN AEROSPACE INDUSTRY IN CANADA;
INITIATE COOPERATIVE PROJECTS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : ADVANCED TECH. PRODD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	406.00 \$M	239.00 \$M	280.00 \$M	320.00 \$M
Canadian Exports	20.00 \$M	13.00 \$M	7.00 \$M	12.00 \$M
Canadian Share of Market	4.90 %	5.40 %	2.50 %	3.80 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	38.00 %
JAPAN	24.00 %
SWEDEN	9.20 %
BELGIUM	7.50 %
SWITZERLAND	2.30 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. CARRIER EQUIPMENT
2. WIRELESS TELEPHONE SYSTEM
3. DATACOM EQUIPMENT
4. TIME DIVISION MULTIPLEXER

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Performance of local agent or representative

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SUPPORT 3 CDN FIRMS IN THEIR CURRENT NEGOTIATIONS
Expected Results: ACHIEVE \$250,000 SALES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE & COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	618.00 \$M	647.00 \$M	897.00 \$M	1040.00 \$M
Canadian Exports	5.70 \$M	5.30 \$M	9.70 \$M	12.50 \$M
Canadian Share of Market	0.90 %	0.80 %	1.10 %	1.20 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

JAPAN	44.00 %
UNITED STATES OF AMERICA	33.00 %
SINGAPORE	3.00 %
TAIWAN	3.00 %
GERMANY WEST	2.60 %

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

Products/services for which there are good market prospects:

1. COMPUTER PERIPHERAL EQUIPMENT
2. COMPUTER 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
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: OUTGOING SOFTWARE MISSION

Expected Results: INTRODUCE 4 CANADIAN FIRMS TO KOREAN BUYERS.

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KPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: REMOTE SENSING INC. SPACE SAT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	4.00 \$M	4.00 \$M	8.00 \$M	3.00 \$M
Canadian Exports	0.00 \$M	0.60 \$M	5.00 \$M	0.50 \$M
Canadian Share of Market	0.00 %	15.00 %	62.50 %	16.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 3-5 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	46.00 %
JAPAN	15.00 %
UNITED KINGDOM	2.00 %
GERMANY WEST	2.00 %

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

Products/services for which there are good market prospects:

1. SATELLITE DATA PROCESSING
2. GEOGRAPHIC INFO SYSTEM

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
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INCOMING REMOTE SENSING AND SPACE TECH MISSION
Expected Results: INTRODUCE KOREAN END-USERS TO CANADIAN FIRMS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: INSTRUMENTA & PROCESS CONTROLS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	636.00 \$M	795.00 \$M	994.00 \$M	1200.00 \$M
Canadian Exports	1.50 \$M	2.50 \$M	3.00 \$M	5.00 \$M
Canadian Share of Market	0.20 %	0.30 %	0.30 %	0.40 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

JAPAN	47.00 %
UNITED STATES OF AMERICA	31.00 %

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

Products/services for which there are good market prospects:

1. TEST/MEASUREMENT INSTRUMENT
2. PROCESS CONTROLS/INSTRUMENT
3. ANALYTICAL/LAB INSTRUMENT
4. BUILDING CONTROL INSTRUMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MONITOR CLOSELY KRN GOVT'S CONTINUED CAMPAIGN FOR IMPORT
Expected Results: UPDATE LIST OF PRODUCTS OF REPLACEMENT OPPORTUNITY AND
INFORM CDN SUPPLIERS.

Activity: FOLLOW UP W/KRN COYS WHO PART'D IN THE INSTRUM'N SEM/MISS.87
Expected Results: ENHANCE LOCAL INTEREST IN CDN PRODUCTS.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ORGANIZE AN INCOMING MISSION TO CANADA
Expected Results: INTRODUCE MORE CANADIAN PRODUCTS AND INCREASE NUMBER OF
AGENTS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEDUL

Market: KOREA

Sector : ADVANCED TECH. PRODD. & SERV

Sub-Sector: OTHER ELECTRONICS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	4082.00 \$M	3413.00 \$M	4580.00 \$M	5040.00 \$M
Canadian Exports	19.00 \$M	16.00 \$M	24.00 \$M	28.00 \$M
Canadian Share of Market	0.47 %	0.47 %	0.52 %	0.55 %

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

Major Competing Countries

Market Share

JAPAN	52.00 %
UNITED STATES OF AMERICA	28.00 %
HONG KONG	7.00 %
TAIWAN	4.00 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. SEMI CONDUCTORS (I.C.)
2. D.C. MOTORS
3. PRINTED CIRCUIT BOARDS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Trade Fair activity
- Competitive pricing
- willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: IDENTIFY CANADIAN PRODUCTS HAVING GOOD PROSPECTS
Expected Results: ESTABLISH LIST OF FIRMS WITH POTENTIAL

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEQUL

Market: KOREA

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	726.00 \$M	972.00 \$M	1481.00 \$M	1800.00 \$M
Canadian Exports	13.50 \$M	18.90 \$M	25.00 \$M	30.00 \$M
Canadian Share of Market	1.80 %	1.90 %	1.70 %	1.60 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	39.00 %
MALAYSIA	34.00 %
NEW GUINEA	9.00 %
NEW ZEALAND	5.00 %
CHILE	4.00 %
SOLOMON ISLANDS	2.00 %

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

Products/services for which there are good market prospects:

1. LOGS
2. LUMBER
3. VENEER
4. MEDIUM DENSITY FIBERBOARD
5. PARTICLE BOARD
6. PLYWOOD
7. ASPEN/POPULAR
8. WOOD CHIPS
9. ORIENTED STRAND BOARD
10. SEMI-FINISHED CHOPSTICK

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMO support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Import duties are high
- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: COMPILE KOREA'S SUPPLY & DEMAND OF FOREST PRODUCTS.

Expected Results: BETTER KNOWLEDGE OF IMPORT MARKET.

Activity: KEEP THE CDN FORESTRY SRVCE APPRAISED OF TRADE & ECONOMIC

Activity: TO MONITOR FORESTRY DEVELOPMENT PROJECTS AND ALERT CDN

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FOREST PRODUCTS MISSION 89/90

Expected Results: MORE SALE OF HARD-WOOD LUMBER. MORE SALE OF MDF AND PARTICLE BOARD.

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ALTA FOREST MISS. TO KOREA NEW CHOP-STICK INVSTMT IN CANADA
Expected Results: PLANNED

Activity: NEW CHOP-STICK INVESTMENT IN CANADA.
Expected Results: UNDERWAY BY LOCAL FIRM.

Activity: ACTIVELY PARTICIPATE LOCAL SHOW; INT'L FURNITURE SHOW
Expected Results: WILL OPEN MARKET FOR ASPEN/

Activity: HOUSING FAIR SHOW
Expected Results: POPULAR PRODUCTS.

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

BUILD TIMBER-FRAME HOUSING FOR	Approximate Value:	1 M\$
EMBASSY STAFF	Financing Source :	OTHER
	Contact	: EXTOTT

BLOG OF LOG HOME HOUSE MODEL	Approximate Value:	30 M\$
	Financing Source :	OTHER
	Contact	: EMBASSY

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : FOREST PRODUCTS,EQUIP,SERVICES

Sub-Sector: PULP AND PAPER PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	483.00 \$M	727.00 \$M	1348.00 \$M	1900.00 \$M
Canadian Exports	78.00 \$M	105.00 \$M	142.00 \$M	170.00 \$M
Canadian Share of Market	15.70 %	14.40 %	10.50 %	8.90 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	43.00 %
NEW ZEALAND	5.00 %
PEOPLE'S REP OF CHINA	4.60 %
SWEDEN	2.90 %
CHILE	2.80 %
SWAZILAND	2.20 %

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

Products/services for which there are good market prospects:

1. HARDWOOD BKP
2. C. TMP
3. KRAFT LINER PAPER
4. NEWSPRINT PAPER
5. WASTE PAPER
6. WASTE CARTON PAPER
7. PULP PAPER CONSULTING
8. PAPER MACHINERY
9. PULP MACHINERY
10. INSULATION PAPER
11. TRACING PAPER
12. GROUND PULP

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Trade Fair activity
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: TO FOLLOW UP KOREAN INVESTMENT IN CANADIAN PULP MILLS.
Expected Results: INVESTMENT OF KOREAN FIRMS AND IMPORT OF PULP TO KOREA

Activity: SALE OF CANADIAN PAPER PRODUCTS, KRAFT LINER BOARD
Expected Results: INCREASE SALE OF CANADIAN PAPER PRODUCTS

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INVITE LOCAL PULP & PAPER IND. TO TOUR CDN PULP/PAPER MILLS
Expected Results: BETTER KNOWLEDGE OF CDN CAPABILITIES IN THESE SECTORS.
SELECT INVESTMENT PARTNERS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: TO MONITOR EXPANSION OF DONG HAE PULP MILL
Expected Results: PROVIDE CONSULTING SERVICE AND POSSIBLE SUPPLY OF WOOD CHIPS

Activity: TO MONITOR EXPANSION OF LOCAL PAPER MILLS
Expected Results: POSSIBLE SUPPLY AND PAPER EQUIPMENT.

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

SHINHO/ONYANG COS INVESTMENT	Approximate Value:	20 M\$
IN PULP MILL	Financing Source :	OTHER
	Contact :	EMBASSY

MOORIM PAPER COS INVESTMENT IN	Approximate Value:	25 M\$
ALBERTA	Financing Source :	OTHER
	Contact :	EMBASSY

SAMSUNG CHONJU PAPER CO'S	Approximate Value:	5 M\$
INVESTMENT	Financing Source :	OTHER
	Contact :	EMBASSY

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : MINE,METAL,MINERAL PROD & SRV

Sub-Sector: MINERALS AND MINERAL PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2303.00 \$M	2449.00 \$M	2944.00 \$M	3400.00 \$M
Canadian Exports	334.00 \$M	397.00 \$M	446.00 \$M	500.00 \$M
Canadian Share of Market	14.50 %	16.20 %	15.10 %	14.70 %

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

Major Competing Countries

Market Share

AUSTRALIA	40.00 %
UNITED STATES OF AMERICA	20.00 %
SOUTH AFRICA	15.00 %
BRAZIL	10.00 %
INDIA	8.00 %
PEOPLE'S REP OF CHINA	7.00 %

Products/services for which there are good market prospects:

1. URANIUM
2. COAL
3. IRON ORE CONCENTRATES
4. ZINC ORE CONCENTRATE
5. LEAD ORE CONCENTRATE
6. NICKEL METAL
7. POTASH
8. SULPHUR
9. ASBESTOS
10. NICKEL OXIDE
11. COPPER ORE CONCENTRATES
12. GOLD & SILVER ORE CONCENTRATE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited Canadian capabilities

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: INDUCE LOCAL FIRMS TO DEVELOPE MINES IN CANADA.
Expected Results: JOIN DEVELOPMENT OF MINERALS & SECURITY OF LOCAL IMPORT MARKET

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ENERGY MINISTERIAL'S BILATERAL AGREEMENT.
Expected Results: FORMATION OF BILATERAL AGREEMENT.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: KOREAN INVESTMENT IN URANIUM MINE
Expected Results: SECURE URANIUM MARKET REQUIREMENT IN KOREA.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

THIRD PHASE KWANGYANG IRON
WORKS EXPANSION OF 2.4 MN T/Y

Approximate Value: 2 Ms
Financing Source : OTHER
Contact : EMBASSY

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : MINE,METAL,MINERAL PROD & SRV

Sub-Sector: METALS, PRIMARY & FABRICATED

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	3582.00 \$M	4751.00 \$M	6022.00 \$M	7000.00 \$M
Canadian Exports	118.00 \$M	208.00 \$M	342.00 \$M	400.00 \$M
Canadian Share of Market	3.30 %	4.40 %	5.70 %	5.70 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	30.00 %
JAPAN	25.00 %
AUSTRALIA	15.00 %
UNITED KINGDOM	15.00 %
GERMANY WEST	10.00 %
PHILIPPINES	5.00 %

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

Products/services for which there are good market prospects:

1. NICKEL REFINED
2. COPPER REFINED
3. ALUMINIUM REFINED
4. STEEL SCRAP
5. COPPER SCRAP
6. LEAD REFINED
7. ZINC REFINED
8. STAINLESS STEEL
9. ALLOY STEEL, HIGH CARBON
10. STEEL PLATE & SHEETS
11. TIN
12. GOLD

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: TO COMPILE SUPPLY DEMAND LONG-TERM PROJECTION
Expected Results: TO UNDERSTAND LONG-TERM METAL REQUIREMENTS

Activity: TO INDUCE KRN FIRMS TO INVEST IN CDA (ALUM. SMELTER/SILICON)
Expected Results: TO INTRODUCE CDN PARTNERS AND INDUCE INVESTMENT.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: BILATERAL ENERGY & MINE MINISTER'S VISIT TO CANADA
Expected Results: FORMAL SET UP OF RESOURCES BILATERAL GOVERNMENT COMMITTEE.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SET UP JOINT-VENTURE FIRMS IN KOREA E.G. INCO LTD.

Expected Results: PROVIDE CONSULTING SERVICE, KNOW-HOW AND RAW MATERIALS.

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

KOREA ZINC INC.LTD.-POHANG	Approximate Value:	2 M\$
IRON & STEEL CO. J.V.UTILITY	Financing Source :	OTHER
	Contact	: EMBASSY

NCKL.PROJ. (KRN NICKEL CORP.)	Approximate Value:	30 M\$
ALUMIN. ROLLING PROJ. (ALCAN)	Financing Source :	
	Contact	: EMBASSY (TOO EARLY TO PUBLICIZED).

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: PETROLEUM AND PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	4749.00 \$M	5920.00 \$M	5792.00 \$M	6000.00 \$M
Canadian Exports	10.00 \$M	5.40 \$M	0.00 \$M	10.00 \$M
Canadian Share of Market	0.20 %	0.10 %	0.00 %	0.02 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

IRAN	16.30 %
UNITED ARAB EMIRATES	12.40 %
OMAN	12.10 %
MALAYSIA	10.10 %
SAUDI ARABIA	9.20 %
ECUADOR	8.60 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. LIGHT CRUDE OIL
2. HEAVY CRUDE OIL
3. BUNKER C
4. NAPHTA
5. LPG
6. LNG
7. DIESEL
8. BUTANE
9. ASPHALT
10. MINERAL WAX
11. PETROLEUM COKE
12. PETROLEUM JELLY

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEDUL

Market: KOREA

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- PEMD support
- Provincial export promotion
- NEW MKT.-CDN EXPRTS HAS
- NOT ENTERED OR COMPLETED
- YET.

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PREPARE MARKET RESEARCH REPORT
Expected Results: BETTER MARKET KNOWLEDGE

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ENERGY MINISTERIAL VISIT TO CANADA
Expected Results: BILATERAL ENERGY MINISTERS AGREEMENT AND ESTABLISHED OF GOVERNMENT ENERGY COMMITTEES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PROPOSE INVITE OIL END USERS TO VISIT INTER-CAN OIL SHOW -
Expected Results: BETTER KNOWLEDGE OF CDN CAPABILITIES EQUIPMENT AND SERVICES

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

INDUCE KOREAN INVSTMT IN OFF-	Approximate Value:	1 M\$
SHORE OIL EXPLORATION IN CDA	Financing Source :	OTHER
	Contact	: KOREAN PETROLEUM DVLPMT CORP.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : CHEM PROD & PETROCHEM, EOP, SERV

Sub-Sector: CHEM & PETROCHEM PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	4944.00 \$M	6499.00 \$M	8401.00 \$M	10000.00 \$M
Canadian Exports	132.00 \$M	176.00 \$M	314.00 \$M	400.00 \$M
Canadian Share of Market	2.70 %	2.70 %	3.70 %	4.00 %

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

Major Competing Countries

Market Share

JAPAN	40.00 %
UNITED STATES OF AMERICA	30.00 %
GERMANY WEST	15.00 %
BELGIUM	5.00 %
SINGAPORE	5.00 %
NETHERLANDS	5.00 %

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

Products/services for which there are good market prospects:

1. STYRENE
2. PROPYLENE
3. ETHYLENE
4. E.G.
5. CAPROLACLAM
6. MEK
7. TPA
8. I I R
9. LDPE
10. HDPE
11. P.P.
12. P-XYLENE

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: TO PREPARE REPORT ON LOCAL IND.-ESPECIALLY NEW MAJOR PROJS.
Expected Results: TO UNDERSTAND NEW EXPANSION PROJECTS

Activity: INVITE LOCAL FIRM TO INVEST IN PETROCHEMICAL PROJS IN CDA.
Expected Results: TO SECURE CDN PETROCHEMICAL MARKET IN KOREA.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: TO SELL CDN PETROCHEM. PROCESSES&TECH. E.G. DUPONT CDA SALE OF
Expected Results: SALE OF CDN TECHNOLOGY

Activity: INVITE POTASH, SULPHUR BUYERS TO VISIT CANADA.
Expected Results: TO BETTER UNDERSTANDING OF CDN CAPABILITIES.

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

SAMSUNG PETROCHEM. CRACKING	Approximate Value:	1 M\$
PROJ. 350000 MT ETHYLENE PROJ.	Financing Source :	OTHER
	Contact	: EMBASSY

HYUNDAI PETROCHEM. CRACKING	Approximate Value:	1 M\$
PROJ. AT NEW GREENFIELD SITE	Financing Source :	OTHER
	Contact	: EMBASSY

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEOUL

Market: KOREA

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: HOSP. & MEDICAL EQUIP, INSTRUM.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	160.00 \$M	167.00 \$M	204.00 \$M	245.00 \$M
Canadian Exports	0.20 \$M	1.80 \$M	2.00 \$M	3.70 \$M
Canadian Share of Market	0.10 %	1.00 %	1.00 %	1.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	34.00 %
JAPAN	32.00 %
GERMANY WEST	13.00 %

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

Products/services for which there are good market prospects:

1. HI-TECH/ELECTRONIC DIAGNOSTIC APPARATUS
2. X-RAY AND RELATED EQUIPMENT
3. ANALYZING EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MONITOR CLOSELY KRN GOVT'S CONTINUED EFFORTS FOR IMPORT
Expected Results: UPDATE/INFORM CDN SUPPLIERS OF LIST OF PRODUCTS OF REPLACEMENT OPPORTUNITY AS WELL AS TECH. TRANSF./J.V. OPPORTUNITY.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: URG.A HOSP./MED. EQPT OUTGOING MISSION TO KOREA.
Expected Results: INTRODUCE CDN PRODUCTS AND SET UP NEW AGENCIES AND INDUSTRIAL COOPERATIONS.

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: SEOUL

Country: KOREA

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (including portfolio flows if a primary focus)

	Total (\$ Million)	Canadian Share	Major Competitor Share
Current year	190.00	48.00	1.00
One year ago	400.00	50.00	40.00
Two years ago	220.00	40.00	30.00

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

\$ 50 MILLION ON AN APPROVAL BASIS IN THE PULP AND PAPER INDUSTRY.

Canada's major competitors for investment from this territory/country are:

- UNITED STATES
- SOUTH-EAST ASIAN COUNTRIES
- MIDDLE-EAST COUNTRIES
- EUROPEAN COUNTRIES

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- SEMINARS
- INVESTMENT AND TECHNOLOGY TRANSFER MISSIONS
- SIGNATURE OF BILATERAL INVESTMENT PROTECTION AGREEMENTS.

RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: SEOUL

Country: KOREA

Compared to major competitive destinations, Canada is perceived to have the following advantages:

- NATURAL RESOURCES.
- FREE TRADE AGREEMENT, SUCCESSFUL HYUNDAI INVESTMENT,
- FREE TRADE AGREEMENT, SUCCESSFUL HYUNDAI INVESTMENT,

the following constraints:

- HIGH WAGES
- SMALL MARKET

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	MEDIUM
Acquisition	HIGH
Greenfield	HIGH
Joint Venture	HIGH
Strategic Partnering	LOW
Technology Licensing	MEDIUM

The mission believes that the following sectors are of greatest interest to investors in its territory/country with an assigned ranking of 1-10:

Sector	Ranking
Agriculture/Food/Fish	8
Resource Processing	1
Machinery and Equipment	7
Transportation	4
Consumer Products	9
Commercial Service	10
Computer and Communications	2
Health Care Products/Medical	5
Aerospace and Defence	6
Strategic Technologies	3

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABROAD

Mission: SEOUL

Country: KOREA

The mission has proposed the following investment promotion activities for the next fiscal year:

Date

Type: COMMUNICATIONS EXHIBIT

EXHIBIT AT THE SMALL AND MEDIUM INDUSTRY PROMOTION CORPORATION.

3/90

Location: SEOUL

Invest Nature: JOINT VENTURE

Sector: MULTIPLE SECTORS

Cooperants: COIS

Estimated Budget: \$5,000.00

Type: SEMINAR, ABROAD

FTA RELATED INVESTMENT SEMINAR

10/89

Location: SEOUL

Invest Nature: JOINT VENTURE

GREENFIELD

Sector: ADVANCED TECH. PROD. & SERV

Cooperants: INVESTMENT CANADA ISTC

Estimated Budget: \$20,000.00

Type: DIRECT MAIL CAMPAIGN

PROMOTE CANADIAN INVESTMENT CLIMATE

5/89

Location: SEOUL

Invest Nature: ALL

Sector: MULTIPLE SECTORS

Cooperants: OIID

Estimated Budget: \$5,000.00

Type: OUTCALL PROGRAM

LIAISE WITH LOCAL OVERSEAS INVESTMENT CENTERS.

9/89

Location: SEOUL

Invest Nature: ALL

Sector: MULTIPLE SECTORS

Cooperants: EMBASSY

Estimated Budget: \$0.00

Total estimated budget for all proposals:

\$30,000.00

Post : SEOUL

<u>Start Date</u>	<u>Event Name, Location & Type</u>	<u>Sector/Contact</u>
89/04/27	KORFOOD '89 SEOUL KOREA FAIR, NATIONAL STAND	AGRI & FOOD PRODUCTS & SERVICE R. PARKER
89/05/00	POLLUTION CONTROL FROM SOUTH KOREA MISSION IN, TO INDUSTRY	ELECTRONICS EQUIP. & SERV
89/06/00	DEFENSE/AEROSPACE MISSION MISSION OUT, INDUSTRY	DEFENCE PROGRAMS, PRODUCTS, SERV
89/08/00	FOOD PROCESSING EQUIPMENT MISSION FROM KOREA ENTREPRENURIAL SEMINAR	AGRI & FOOD PRODUCTS & SERVICE
89/11/00	SPECIALIZED SOFTWARE MISSION OUT, INDUSTRY	ADVANCED TECH. PROD. & SERV

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: SINGAPORE

Country: BRUNEI

BRUNEI'S ECONOMY IS DOMINATED BY THE OIL AND LIQUEFIED NATURAL GAS INDUSTRIES AND BY GOVERNMENT. WITH THE PETROLEUM SECTOR ALONE ACCOUNTING FOR AROUND 75% OF THE GDP, THE MOST SIGNIFICANT FACTOR GOVERNING BRUNEI'S ECONOMIC GROWTH IS THE STATE OF THE INTERNATIONAL OIL MARKET, NOT DOMESTIC ECONOMIC ACTIVITY. WITH THE RECENT DECLINE IN OIL PRICES, AND WITH THE GOVERNMENT REDUCING OIL PRODUCTION AS A CONSERVATION MEASURE FROM A HIGH OF 261,000 BARRELS PER DAY IN 1979 TO 155,000 BPD IN 1987, RECENT GDP GROWTH PERFORMANCE HAS BEEN POOR. THE GOVERNMENT EMPLOYS 40% OF THE WORKING POPULATION OF BRUNEI. IN 1987 GOVERNMENT REVENUE (EXCLUDING INVESTMENT INCOME) WAS C\$1.7 BN, AND EXPENDITURES WAS C\$1.5 BN. ESTIMATED ALLOCATION OF THE GOVERNMENT'S EXPENDITURES IN 1988 INCLUDES 24% OF THE BUDGET TO THE ARMED FORCES, 24% TO PUBLIC WORKS, 15% TO EDUCATION, AND 7% TO HEALTH.

BRUNEI HAS ALLOCATED C\$2.3 BN IN ITS FIFTH NATIONAL DEVELOPMENT PLAN (1986 - 1990) TO PLANS TO DIVERSIFY THE ECONOMY. THESE FUNDS WILL BE ALLOCATED TO THE DEVELOPMENT OF PUBLIC UTILITIES (C\$466M), TRANSPORT AND COMMUNICATIONS (C\$466M), INDUSTRY AND COMMERCE (C\$233M), PUBLIC BUILDINGS (C\$233M), AND SECURITY (C\$233M). CANADA'S COMMERCIAL SUCCESS HAS BEEN MODEST TO DATE IN BRUNEI. THIS HAS BEEN IN PART DUE TO THE STRONG AND LONGSTANDING BRITISH PRESENCE IN BRUNEI, AS WELL AS TO THE SMALL MARKET SIZE (220,000 POPULATION). WITH THE CURRENT 5 YEAR PLAN (1986 - 1991) AT THE HALFWAY MARK, MANY OF THE PROJECTS ARE EITHER COMPLETED OR WELL UNDERWAY. NONETHELESS, THERE ARE A NUMBER OF AREAS WHICH CANADIAN FIRMS, WILLING TO TAKE A LONG TERM APPROACH TO DOING BUSINESS IN BRUNEI, CAN PURSUE. THESE WOULD INCLUDE: OIL AND GAS EQUIPMENT AND SERVICES, EDUCATION AND TRAINING, POWER GENERATION EQUIPMENT AND SERVICES, DEFENCE AND AEROSPACE PRODUCTS AND SERVICES. CANADA HAS RECENTLY APPOINTED AN HONORARY CONSUL IN BRUNEI, AND THIS WILL RESULT IN A TIMELY NOTIFICATION OF OPPORTUNITIES AND EVENTS OF INTERES TO CANADA.

RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: SINGAPORE

Country: SINGAPORE

THE SINGAPORE ECONOMY HAS NOW FULLY RECOVERED FROM ITS ONLY RECESSION YEAR OF 1985, WHEN GDP DECREASED BY 1.8%. AS A RESULT OF A SERIES OF COST CUTTING MEASURES, INCLUDING A WAGE RESTRAINT PROGRAMME, THE ECONOMY REVIVED IN 1986 WITH A GDP GROWTH OF 1.9%, WHICH ACCELERATED TO 8.8% IN 1987 AND 11.1% IN THE FIRST HALF OF 1988. THIS WAS THE BEST HALF-YEAR SHOWING SINCE 1975, AND FORECASTS FOR GROWTH FOR 1988 AS A WHOLE ARE 9%. THE ECONOMY'S GROWTH IS BROAD-BASED, WITH THE MANUFACTURING SECTOR LEADING WITH GDP EXPANSION OF 21.4% (FIRST HALF OF 1988). THIS INCLUDES THE ELECTRONICS INDUSTRY WHICH CONTINUES TO BE THE STAR PERFORMER WITH GROWTH OF 33.5%. THE ONLY SIGNIFICANT NON-PERFORMER WAS AGAIN THE CONSTRUCTION SECTOR WHICH CONTRACTED BY 7.8%.

EXTERNAL TRADE CONTINUES TO PLAY A MAJOR ROLE IN SINGAPORE'S ECONOMIC GROWTH, WITH TOTAL TRADE AMOUNTING TO OVER THREE TIMES GDP. TRADE WITH CANADA INCREASED SHARPLY BY 42% IN 1987 TO C\$430, WITH A FURTHER 26% GROWTH IN THE FIRST HALF OF 1988. PROSPECTS ARE EXCELLENT FOR CONTINUING GROWTH. SINGAPORE IS CANADA'S SECOND LARGEST TRADING PARTNER IN THE ASEAN REGION AFTER INDONESIA. SINGAPORE'S CONTINUING IMPORTANCE AS AN ENTREPOT IS MEASURED BY THE FACT THAT 35% OF EXPORTS (16% OF TOTAL TRADE) WERE RE-EXPORTS. CANADIAN COMPANIES RECOGNISE THE SIGNIFICANT ADVANTAGES WHICH SINGAPORE OFFERS AS A REGIONAL CENTRE, WITH ITS EXCELLENT SEAPORT, AIRPORT, TELECOMMUNICATIONS FACILITIES, AND FINANCIAL INFRASTRUCTURE; A SIGNIFICANT PERCENTAGE OF CANADIAN EXPORTS TO SINGAPORE ARE RE-EXPORTED (PARTICULARLY PRIMARY PRODUCTS AND COMMODITIES). THE ONLY CLOUD APPARENT ON SINGAPORE'S ECONOMIC HORIZON CONTINUES TO BE A LABOUR SHORTAGE WHICH THREATENS TO BECOME CHRONIC. UNLESS A SUITABLE SOLUTION IS FOUND QUICKLY, THIS COULD WELL RESULT IN RISING PRODUCTION COSTS AND SLOWDOWN IN GROWTH. FUTURE GROWTH WILL HAVE TO RESULT MORE FROM INCREASING PRODUCTIVITY AND LESS FROM EXPANSION OF PLANT. HIGH-VALUE-ADDED INDUSTRIES AND SERVICE SECTORS SUCH AS FINANCE AND BANKING, TRANSPORT AND COMMUNICATIONS, COMPUTER SOFTWARE AND HEALTHCARE ARE LEADING GROWTH CANDIDATES. THE PUST HAS IDENTIFIED AS PRIORITY SECTORS FOR CANADIAN BUSINESS THE FOLLOWING: TELECOMMUNICATIONS AND INFORMATICS, DEFENCE PRODUCTS, AGRICULTURE AND FOOD PRODUCTS, TRANSPORTATION SYSTEMS AND EQUIPMENT AND OIL AND GAS EQUIPMENT AND SERVICES. THE POTENTIAL FOR AN INCREASE IN THE VOLUME OF EXPORTS OF GOODS AND SERVICES IN EACH OF THESE SECTORS IS EXCELLENT. CANADIAN ECONOMIC AND COMMERCIAL RELATIONS WITH SINGAPORE ARE STRENGTHENED BY THE ACTIVE CANADIAN COMMUNITY RESIDENT IN SINGAPORE. THE GOVERNMENTS OF BRITISH COLUMBIA, ONTARIO AND QUEBEC EACH MAINTAIN OFFICES IN SINGAPORE, AND THERE ARE FORTY CANADIAN COMPANIES WITH SINGAPORE SUBSIDIARIES WHICH TOGETHER WITH SINGAPORE COMPANIES INTERESTED IN TRADING WITH CANADA HAVE ESTABLISHED A VERY ACTIVE CANADIAN BUSINESS ASSOCIATION OF 200 MEMBERS. THERE IS ALSO A VERY LARGE CANADIAN ALUMNI ASSOCIATION IN SINGAPORE WHICH IS INTERESTED IN FURTHERING TRADE WITH CANADA, AND THE CANADIAN PROFILE WILL BE RAISED WHEN CIDA OPENS IN THE SPRING OF 1989 ITS CANADA-ASEAN CENTRE. TOURISM BETWEEN CANADA AND SINGAPORE SHOULD CONTINUE

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: SINGAPORE

Country: SINGAPORE

TO INCREASE WITH THE EXPANSION OF DIRECT AIR LINKS. AIR CANADA FLIES DIRECT TO SINGAPORE VIA LONDON, AND SINGAPORE AIRLINES (SIA) RECENTLY COMMENCED DIRECT FLIGHTS TO VANCOUVER VIA SEOUL. SIA HAS PLANS TO EXTEND THIS SERVICE TO TOKONTO IN 1990.

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: SINGAPORE

Country: SINGAPORE

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV

WITH A LABOUR FORCE THAT BY ASIAN STANDARDS IS HIGH-COST AND HIGHLY SKILLED, GOVERNMENT AND INDUSTRY ARE FOCUSING THEIR EFFORTS ON EXPLOITING THE OPPORTUNITIES OF INFORMATION TECHNOLOGY AS BOTH A GROWTH INDUSTRY SUITABLE TO THE SINGAPORE ENVIRONMENT AND AS A PRE-REQUISITE TO ESTABLISHING SINGAPORE AS A REGIONAL SERVICES CENTRE.

2. AGRI & FOOD PRODUCTS & SERVICE

ALTHOUGH BULK FOOD PRODUCTS (GRAINS AND OIL SEEDS) ACCOUNT FOR A HIGH PERCENTAGE OF TOTAL CANADIAN EXPORTS TO SINGAPORE, NON-BULK ITEMS PRESENT A SIGNIFICANT OPPORTUNITY FOR GROWTH AS A RESULT OF A GROWING WESTERNISED MIDDLE CLASS AND THE CONTINUING IMPORTANCE OF TOURISM.

3. DEFENCE PROGRAMS, PRODUCTS, SERV

GEO-POLITICAL CONCERNS REQUIRE THE MAINTENANCE OF ONE OF THE REGION'S BEST-EQUIPPED AND TRAINED ARMED FORCES. THERE ARE 55,000 MEN UNDER ARMS AND 150,000 RESERVISTS. THE ENTIRE SUBJECT OF DEFENCE SALES IS EXTREMELY SENSITIVE, BUT AN EXCELLENT MARKET FOR CANADIAN PRODUCTS EXISTS.

4. TRANSPORT SYS, EQUIP, COMP, SERV.

WITH 48 SCHEDULED INTERNATIONAL FLIGHT CARRIERS AND 36,033 FLIGHT ARRIVALS IN 1987, SINGAPORE IS THE RECOGNISED REGIONAL AIRCRAFT SERVICE CENTRE. OPPORTUNITIES ARE GOOD FOR INCREASED EXPORTS OF AIRCRAFT ENGINES AND PARTS, OF AVIONICS AND SIMULATORS, AND OF MAINTENANCE AND OVERHAUL SERVICES.

5. EDUCATION, MEDICAL, HEALTH PROD

SINGAPORE IS EMPHASISING THE DEVELOPMENT OF ITS HEALTH CARE INDUSTRY IN ORDER TO BETTER SERVE ITS OWN INCREASINGLY AFFLUENT AND AGING POPULATION, AND TO FURTHER DEVELOP AS A REGIONAL CENTRE OF MEDICAL EXCELLENCE.

6. OIL & GAS EQUIPMENT, SERVICES

DESPITE THE DEPRESSED STATE OF THE OIL AND GAS INDUSTRY REGIONALLY AND WORLDWIDE, SINGAPORE CONTINUES TO BE A GOOD MARKET FOR HIGH-TECH PRODUCTS AND SERVICES, DESTINED FOR RE-EXPORT. THE REFINERY SECTOR IS OPERATING AT NEAR CAPACITY, AND THE POTENTIAL IS GOOD AND RETROFIT/REPLACEMENT EQUIPMENT AND PARTS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. GRAINS AND OILSEEDS

2. ADVANCED TECH. PROD. & SERV.

3. MINE, METAL, MINERAL PROD & SRV

4. FOREST PRODUCTS, EQUIP, SERVICES

5. INDUSTRIAL MACHIN, PLANTS, SERV.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: BRUNEI

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	350.00 \$M	250.00 \$M	250.00 \$M	250.00 \$M
Canadian Exports	0.00 \$M	1.00 \$M	1.00 \$M	1.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries	Market Share
UNITED KINGDOM	80.00 %
UNITED STATES OF AMERICA	15.00 %
AUSTRALIA	3.00 %

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

Products/services for which there are good market prospects:

1. SURVEILLANCE AND PATROL EQUIPMENT
2. RADAR
3. AIRCRAFT SIMULATORS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: BRUNEI

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MAKE REGULAR CALLS ON SR. MOD PERSONNEL
Expected Results: RAISE LEVEL OF AWARENESS OF CANADIAN EXPERTISE.

Activity: IDENTIFY AND LIAISE WITH WELL-CONNECTED POTENTIAL REPS
Expected Results: EARLY IDENTIFICATION OF POTENTIAL EXPORT OPPORTUNITIES.

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

NAVAL BASE CONSTRUCTION Approximate Value: 0 M\$
Financing Source : OTHER
Contact : DENIS COMEAU

MILITARY AIR BASE CONSTRUCTION Approximate Value: 0 M\$
Financing Source : OTHER
Contact : DENIS COMEAU

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: BRUNEI

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	22.00 \$M	30.00 \$M	35.00 \$M	35.00 \$M
Canadian Exports	2.00 \$M	2.00 \$M	2.00 \$M	2.00 \$M
Canadian Share of Market	10.00 %	7.00 %	6.00 %	6.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 3-5 \$M

Major Competing Countries

Market Share

JAPAN	40.00 %
UNITED KINGDOM	30.00 %
UNITED STATES OF AMERICA	20.00 %
SINGAPORE	10.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. TELEPHONE
2. TELEPHONE SUB-STATION DESIGN
3. AUTOMATED LIBRARY SYSTEMS

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
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: BRUNEI

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: LIAISE REGULARLY WITH SENIOR OFFICIALS

Expected Results: RAISE LEVEL OF AWARENESS OF CANADIAN CAPABILITIES.

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: BRUNEI

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	50.00 \$M	50.00 \$M	50.00 \$M	50.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	40.00 %
EUROPEAN COMMON MARKET C	30.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. CONSULTING SERVICES
2. PROCESS & CONTROL EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: BRUNEI

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: LIAISE REGULARLY WITH BRUNEI SHELL OFFICIALS
Expected Results: RAISE LEVEL OF AWARENESS OF CANADIAN CAPABILITIES, AND IDENTIFY OPPORTUNITIES.

Activity: IDENTIFY POTENTIAL REPRESENTATIVES
Expected Results: IDENTIFICATION OF NEW OPPORTUNITIES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: SINGAPORE

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: HORTICULTURE (FRUIT, VEG, FLOR)

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	600.00 \$M	630.00 \$M	640.00 \$M	650.00 \$M
Canadian Exports	2.00 \$M	4.00 \$M	2.00 \$M	3.00 \$M
Canadian Share of Market	1.00 %	1.00 %	1.00 %	1.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

MALAYSIA	30.00 %
PEOPLE'S REP OF CHINA	15.00 %
AUSTRALIA	15.00 %
UNITED STATES OF AMERICA	15.00 %
THAILAND	10.00 %

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

Products/services for which there are good market prospects:

1. APPLES
2. PEARS
3. FROZEN VEGETABLES
4. STRAWBERRIES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Fairs and Missions support
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING BUYERS MISSION IN CONJUNCTION WITH FOOD PACIFIC
Expected Results: AN IMPROVEMENT IN THE IMAGE OF CANADIAN PRODUCTS IN THE MARKET.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: CONTINUE TO DEVELOP CLOSER CONTACTS w/MAJOR IMPORTERS
Expected Results: STIMULATE IMPROVEMENT OF CANADIAN MARKET SHARE IN THE AREA.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: SINGAPORE

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: SEEDS & SPECIAL CROPS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	76.00 \$M	105.00 \$M	92.00 \$M	95.00 \$M
Canadian Exports	12.00 \$M	17.00 \$M	10.00 \$M	13.00 \$M
Canadian Share of Market	15.00 %	16.00 %	11.00 %	14.00 %

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

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	40.00 %
MALAYSIA	15.00 %
INDONESIA	15.00 %

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

Products/services for which there are good market prospects:

1. SOYBEANS
2. SUNFLOWER SEEDS
3. YELLOW SPLIT PEAS
4. RAPESEEDS
5. WHITE PEA BEANS
6. MUSTARD SEEDS

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
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP MKT OPPORT-OUTGOING CDN SOYBEAN BOARD MISSION & SE
Expected Results: ENHANCE IMAGE OF RELIABILITY OF CANADIAN PRODUCTS &
STIMULATE IMPROVEMENT IN CDN MARKET SHARE.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING BUYERS MISSION SPONSORED BY THE ONT MIN OF AGR/FOOD
Expected Results: AN INCREASED AWARENESS IN CANADA OF LOCAL MARKET
OPPORTUNITIES.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: CONTINUE TO DEVELOP A CLOSE RAPPORT W/MAJOR IMPORTERS
Expected Results: IMPROVE ACCESS OF CANADIAN PRODUCTS TO LOCAL MARKET AND
ALSO GAIN ACCESS TO INDIA MARKET.

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: SINGAPORE

Sector : GRAINS AND OILSEEDS

Sub-Sector: OILSEEDS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	74.00 \$M	100.00 \$M	92.00 \$M	100.00 \$M
Canadian Exports	13.00 \$M	17.00 \$M	11.00 \$M	13.00 \$M
Canadian Share of Market	18.00 %	17.00 %	12.00 %	13.00 %

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

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	40.00 %
INDONESIA	15.00 %
MALAYSIA	15.00 %

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

Products/services for which there are good market prospects:

1. CANOLA OIL
2. SOYBEAN OIL
3. CORN OIL
4. SUNFLOWER SEED OIL

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PRESENTATION OF CDN PROD TO BULK IMPORTERS, DISTR & RETAIL
Expected Results: TO INCREASE CDN MKT SHARE BY GAINING ACCESS TO LOCAL MARKET
AS WELL AS CHINA MARKET FOR CANOLA OIL.

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

A NEW PLANT FOR OIL PROCESSING Approximate Value: 1 M\$
CANOLA OIL Financing Source : NFR - No external fnding req'd
Contact : DENIS COMEAU, COMMERCIAL
COUNSELLOR

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: SINGAPORE

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ARMAMENTS & VEHICLES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	164.00 \$M	110.00 \$M	210.00 \$M	210.00 \$M
Canadian Exports	27.00 \$M	5.00 \$M	7.00 \$M	9.00 \$M
Canadian Share of Market	17.00 %	5.00 %	4.00 %	5.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	30.00 %
GERMANY WEST	20.00 %
JAPAN	15.00 %
FRANCE	15.00 %

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

Products/services for which there are good market prospects:

1. MILITARY WEAPONS
2. MILITARY VEHICLES

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
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP MKT OPPORT-WESTERN HITECH EXP CONF. IN 09/88.
Expected Results: STIMULATE IMPROVEMENT IN CANADIAN MARKET SHARE.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING DEFENCE PRODUCTS MISSION IN JUNE 1989
Expected Results: AN INCREASE IN CDN MARKET PENETRATION AND AN INCREASE AWARENESS IN CANADA OF LOCAL MARKET OPPORTUNITIES.

Activity: ASIAN AEROSPACE EXHIBITION IN JANUARY 1990
Expected Results: AN INCREASE IN CDN MARKET PENETRATION AND AN INCREASE AWARENESS IN CANADA OF LOCAL MARKET OPPORTUNITIES.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: CONTINUE TO DEVELOP CONTACTS/LIAISE W/PROCUREMENT/TECH STAFF
Expected Results: IMPROVE CANADIAN MARKET SHARE.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

REPLACEMENT OF EXISTING HEAVY
MILITARY VEHICLES.

Approximate Value:

2 Ms

Financing Source : NFR - No external finding req'd

Contact

: DENIS COMEAU, COMMERCIAL
COUNSELLOR

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: SINGAPORE

Sector : ADVANCED TECH. PKOD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	841.00 \$M	1270.00 \$M	1700.00 \$M	2000.00 \$M
Canadian Exports	9.00 \$M	4.00 \$M	4.00 \$M	10.00 \$M
Canadian Share of Market	1.00 %	0.50 %	0.20 %	0.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

JAPAN	51.00 %
MALAYSIA	15.00 %
UNITED STATES OF AMERICA	10.00 %
TAIWAN	9.00 %

Current Status of Canadian

exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. TELEPHONE SETS
2. SWITCHING EQUIPMENT
3. TELEX MACHINES
4. PAGERS
5. MOBILE TELEPHONES
6. ISDN EQUIPMENT

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
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored
- Performance of local agent or representative

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: PARTICIPATE IN COMMUNICASIA '90

Expected Results: STRENGTHEN AWARENESS OF CDN CAPABILITIES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: UPDATE TELECOMS MARKET STUDY

Expected Results: INCREASED INFORMATION ON SECTOR AND PENETRATION STRATEGY

Activity: CONT. TO LIAISE WITH TELECOMS/POTENTIAL SUPP. OPPORTUNITIES

Expected Results: A FURTHER INCREASE IN CDN MARKET PENETRATION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

INTEGRATED SWITCHING DIGITAL
NETWORK

Approximate Value: 20 M\$

Financing Source : OTHER

Contact : DENIS COMEAU, COMMERCIAL
COUNSELLOR

25/01/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: SINGAPORE

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE & COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	280.00 \$M	405.00 \$M	590.00 \$M	645.00 \$M
Canadian Exports	2.00 \$M	3.00 \$M	6.00 \$M	13.00 \$M
Canadian Share of Market	1.00 %	1.00 %	1.00 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	35.00 %
UNITED KINGDOM	20.00 %
AUSTRALIA	15.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. MICROS SOFTWARE
2. MINI SOFTWARE
3. MAINFRAME SOFTWARE
4. OFFICE AUTOMATION SYSTEMS

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
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING SOFTWARE BUYERS MISSION TO CANADA
Expected Results: INCREASE IN EXPORTS OF CDN SOFTWARE AND SYSTEMS

Activity: INFORMATICS 89 COMPUTER TECHNOLOGY EXHIBITION
Expected Results: PROVIDE VITAL INFORMATION AND ADVICE ON SOFTWARE/SYSTEMS OPPORTUNITIES IN SINGAPORE AND INCREASED MARKET EXPOSURE

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: REVISION AND UPDATE OF MARKET STUDY FOR THIS SECTOR
Expected Results: TO INCREASE MARKET INFORMATION AND EXPORT STRATEGY

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

AUTOMATED CONTAINER TRACKING
SYSTEM

Approximate Value: 15 M\$
Financing Source : NFR - No external finding req'd
Contact : DENIS COMEAU, COMMERCIAL
COUNSELLOR

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: SINGAPORE

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: AEROSPACE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1700.00 \$M	910.00 \$M	650.00 \$M	700.00 \$M
Canadian Exports	7.00 \$M	33.00 \$M	2.00 \$M	3.00 \$M
Canadian Share of Market	1.00 %	4.00 %	1.00 %	1.00 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	40.00 %
UNITED KINGDOM	10.00 %
FRANCE	10.00 %

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

Products/services for which there are good market prospects:

1. AIRCRAFT ENGINES/PARTS
2. AIRCRAFT ASSEMBLIES/EQUIPMENT
3. FLIGHT SIMULATORS

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
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP MKT OPPORT-OUT OF WEST HITECH EXP CONF IN 09/88
Expected Results: STIMULATE IMPROVEMENT IN CANADIAN MARKET SHARE.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING DEFENCE PRODUCTS MISSION IN JUNE 1989
Expected Results: AN INCREASE IN CDN MKE PENETRATION & AN INCREASED AWARENESS IN CANADA OF LOCAL MARKET OPPORTUNITIES.

Activity: ASIAN AEROSPACE EXHIBITION IN JANUARY 1990
Expected Results: AN INCREASE IN CDN MKT PENETRATION & AN INCREASED AWARENESS IN CANADA OF LOCAL MARKET OPPORTUNITIES.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: CONTINUE TO DEVELOP CONTACTS/LIAISE W/PROCUREMENT & TECH STA
Expected Results: IMPROVE CANADIAN MARKET SHARE.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: SINGAPORE

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	380.00 \$M	300.00 \$M	300.00 \$M	315.00 \$M
Canadian Exports	3.00 \$M	2.00 \$M	2.00 \$M	3.00 \$M
Canadian Share of Market	1.00 %	1.00 %	1.00 %	1.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	90.00 %

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

Products/services for which there are good market prospects:

1. REFINERY PROCESS AND CONTROL EQUIPMENT
2. CONSULTING SERVICES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- PEND support
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: REVISION AND UPDATE BY CONSULTANT OF MARKET STUDY

Expected Results: INCREASED AWARENESS OF MARKET AND PENETRATION STRATEGY.

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

REFINING AND STORAGE TERMINAL	Approximate Value:	100 M\$
UPGRADING	Financing Source :	OTHER
	Contact	: DENIS COMEAU

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SINGAPORE

Market: SINGAPORE

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: PHARMACEUTICALS, BIOTECHNOLOGY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	250.00 \$M	300.00 \$M	350.00 \$M
Canadian Exports	0.00 \$M	2.00 \$M	3.00 \$M	4.00 \$M
Canadian Share of Market	0.00 %	1.00 %	1.00 %	1.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

UNITED KINGDOM	20.00 %
UNITED STATES OF AMERICA	15.00 %
MALAYSIA	10.00 %
SWITZERLAND	10.00 %
PEOPLE'S REP OF CHINA	10.00 %
JAPAN	10.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. PHARMACEUTICAL PRODUCTS
2. HEALTHCARE EQUIPMENT

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
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING HEALTHCARE & RELATED PRODUCTS BUYERS MISSION TO CDA
Expected Results: CREATED AN AWARENESS AMONG BUYERS THAT CDA IS A GOOD SOURCE OF SUPPLY

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ENCOURAGE CDN SUPPLIERS TO HOLD SEMINARS, ETC.
Expected Results: CREATE MORE ADVERTISING/PROMOTION FOR CDN SUPPLIERS AND THEIR PRODUCTS

Activity: MARKET STUDY ON MEDICAL APPARATUS AND PHARMACEUTICAL
Expected Results: DETERMINE MARKET OPPORTUNITY FOR CDN SUPPLIERS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SINGAPORE

Market: SINGAPORE

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

GLENAYRE HOSPITAL EXPANSION

Approximate Value: 15 M\$

Financing Source :

Contact

: DENIS COMEAU, COMMERCIAL
COUNSELLOR

25/01/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: SINGAPORE

Country: SINGAPORE

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (including portfolio flows if a primary focus)

	Total (\$ Million)	Canadian Share	Major Competitor Share
Current year	10000.00	3.00	0.00
One year ago	12000.00	3.00	0.00
Two years ago	14000.00	3.00	0.00

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

C\$400 M

Canada's major competitors for investment from this territory/country are:

- U.S.A.
- E.C.
- JAPAN
- MALAYSIA

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- PROMOTIONAL CAMPAIGNS AND HIGH-LEVEL VISITS EMPHASISING MARKET SECURITY, RATE OF RETURN, POTENTIAL FOR GROWTH AND AVAILABILITY OF STABLE AND COST-EFFECTIVE LABOUR

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: SINGAPORE

Country: SINGAPORE

Compared to major competitive destinations, Canada is perceived to have the following advantages:

- STABLE ENVIRONMENT
- EXPANDING ECONOMY. ACCESS TO U.S. MARKET

the following constraints:

- SMALL MARKET
- DISTANT FROM SINGAPORE

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	HIGH
Acquisition	MEDIUM
Greenfield	LOW
Joint Venture	MEDIUM
Strategic Partnering	MEDIUM
Technology Licensing	MEDIUM

The mission believes that the following sectors are of greatest interest to investors in its territory/country with an assigned ranking of 1-10:

Sector	Ranking
Agriculture/Food/Fish	5
Resource Processing	5
Commercial Service	5
Computer and Communications	5

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABROAD

Mission: SINGAPORE

Country: BRUNEI

The mission has proposed the following investment promotion activities for the next fiscal year:

Date

Type: SEMINAR, ABROAD

SEMINARS TO GENERAL AUDIENCE

6/89

Location: BRUNEI

Invest Nature: ALL

Sector: MULTIPLE SECTORS

Cooperants: PROVINCES AND SOCIAL AFFAIRS

Estimated Budget: \$8,000.00

SEMINARS TO GENERAL AUDIENCE

6/89

Location: SINGAPORE

Invest Nature: ALL

Sector: MULTIPLE SECTORS

Cooperants: PROVINCES AND SOCIAL AFFAIRS

Estimated Budget: \$8,000.00

Type: MISSION IN, TO INDUSTRY

MISSION TO CANADA OF POTENTIAL INVESTORS

9/89

Location: SINGAPORE, BRUNEI

Invest Nature: ACQUISITION

JOINT VENTURE

Sector: MULTIPLE SECTORS

Cooperants: TPE

Estimated Budget: \$35,000.00

Type: OTHER PROMOTION

ESTABLISHMENT OF INVESTMENT LIBRARY AT POST

0/00

Location: SINGAPORE

Invest Nature: ALL

Sector: MULTIPLE SECTORS

Cooperants: TPE

SOCIAL AFFAIRS

Estimated Budget: \$5,000.00

ADVERTISEMENTS TO THE LOCAL PRESS

0/00

Location: BRUNEI

Invest Nature: ALL

Sector: MULTIPLE SECTORS

Cooperants: SOCIAL AFFAIRS

Estimated Budget: \$4,500.00

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABRUAD

Mission: SINGAPORE

Country: BRUNEI

Date

Type: OTHER PROMOTION

ADVERTISEMENTS IN LOCAL PRESS

0/00

Location: SINGAPORE

Invest Nature: ALL

Sector: MULTIPLE SECTORS

Cooperants: SOCIAL AFFAIRS

Estimated Budget: \$9,000.00

Total estimated budget for all proposals:

\$69,500.00

89/01/30 RP-A14 PEMD - Government Initiated Activities 1988

Post : SINGAPORE

Start Date Event Name, Location & Type

Sector/Contact

89/05/00 SOFTWARE BUYERS INCOMING
MISSION
MISSION IN. TO INDUSTRY

ADVANCED TECH. PROD. & SERV

RPT81

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: WELLINGTON

Country: NEW ZEALAND

OVER THE LAST TWO YEARS THE NEW ZEALAND ECONOMY HAS BEEN IN RECESSION, TRIGGERED BY A DROP IN PERSONAL CONSUMPTION LATE IN 1986 AND REINFORCED BY THE STOCK MARKET COLLAPSE OF OCTOBER 1987. DURING THE CALENDAR YEAR 1988, REAL GROSS DOMESTIC PRODUCT HAS BEEN IN DECLINE, AND ANALYSTS EXPECT REAL GROWTH WILL ONLY BEGIN IN THE LATTER HALF OF 1989. THE RELATIVE STRENGTH OF THE NEW ZEALAND DOLLAR HAS MUTED THE EFFECT IN NEW ZEALAND OF THE CURRENT BOOM IN WORLD COMMODITY PRICES. HOWEVER, NEW ZEALAND'S CURRENT ACCOUNT HAS MOVED INTO SURPLUS WITH GOOD GROWTH IN EXPORTS AND A SLOWDOWN IN IMPORTS. PROSPECTS ARE FOR A FRAGILE GROWTH TREND IN NEW ZEALAND, WITH BUSINESS CIRCLES DEMONSTRATING A HIGH DEGREE OF SENSITIVITY TO ANY CHANGES IN GOVERNMENT POLICY ORIENTATION. PRIOR TO 1984, THE NEW ZEALAND ECONOMY WAS PROBABLY THE MOST CENTRALLY CONTROLLED IN THE WESTERN WORLD. IN A DRAMATIC SERIES OF REFORMS, THE GOVERNMENT HAS ELIMINATED GREAT ELEMENTS OF THE REGULATORY STRUCTURE, INCLUDING EXCHANGE CONTROL AND MUCH OF THE IMPORT LICENSING SYSTEM, AND HAS CONVERTED ITS ECONOMIC UNITS INTO ENTERPRISES DESIGNED TO OPERATE ON A COMMERCIAL BASIS. WHILE MANY PRIVATE BUSINESSES HAVE RELISHED DEREGULATION, THE RAPID PACE OF REFORM TO DATE HAS LEFT SOME BUSINESSES UNSURE ABOUT THE ECONOMIC ENVIRONMENT IN WHICH NEW CAPITAL INVESTMENTS WOULD BE OPERATING. THE SMALLEST NUANCE IN GOVERNMENT STATEMENTS AND EVERY POLITICAL DEVELOPMENT SEEMS TO HAVE AN IMPACT ON BUSINESS CONFIDENCE. IRONICALLY, WHILE FREED FROM THE CENTRALIZED GOVERNMENT CONTROLS OF THE PAST, PART OF THE BUSINESS COMMUNITY IN NEW ZEALAND SEEMS MORE THAN EVER DOMINATED BY GOVERNMENT ACTIONS, AND THOSE ACTIONS BECOME THE BASIS FOR PESSIMISTIC VIEWS OF THE ECONOMY OVER THE MEDIUM-TERM. DEREGULATION HAS OPENED NEW OPPORTUNITIES FOR CANADIAN EXPORTERS IN CONSUMER GOODS AND FOOD PRODUCTS WHICH PREVIOUSLY WOULD HAVE BEEN RESTRICTED BY A TIGHT LICENSING REGIME. SIMILARLY IN TELECOMMUNICATIONS AND BROADCASTING, THE CONVERSION OF STATE MONOPOLIES INTO CORPORATIONS AND INTRODUCTION OF COMPETITION MAKES IT EASIER TO BRING NEW PRODUCT LINES INTO THE MARKET AND MAKE CONTACT WITH THE NEW PROSPECTIVE PARTICIPANTS IN THE DEREGULATED INDUSTRY. HOWEVER, UNCERTAINTY ABOUT THE FINAL GOVERNMENT DECISIONS ON SALE OF THE NATIONAL AIRLINE AND THE AWARD OF CUTTING RIGHTS TO STATE-OWNED FOREST RESOURCES, HAS BROUGHT TO A HALT MOST NEW INVESTMENT IN THESE FIELDS OF TRADITIONAL EXPORT SUCCESS BY CANADIAN BUSINESS. DURING THE CURRENT PERIOD OF UNCERTAINTY CANADIAN BUSINESS WOULD BE WELL ADVISED TO CONSOLIDATE ITS REPRESENTATION IN THE MARKET TO PREPARE FOR A FURTHER PERIOD OF HEIGHTENED CAPITAL INVESTMENT. THERE IS LITTLE PROSPECT OF NEW ZEALAND SLIPPING BACK INTO ITS FORMER HIGHLY-REGULATED STATE. HOWEVER, AT THE CORE OF ANY DISCUSSION OF FUTURE POLITICAL AND ECONOMIC POLICY TRENDS IS THE QUESTION OF WHETHER THE SOCIAL COSTS OF ECONOMIC RESTRUCTURING CAN BE BORNE BY THE GENERAL PUBLIC. THERE IS A GOOD POSSIBILITY THAT GOVERNMENT EXPENDITURE OVER THE NEXT TWO YEARS WILL PROGRESSIVELY BE DIRECTED TOWARD SOCIAL SERVICES (AND COMPENSATION FOR A GROWING PROPORTION OF NEW ZEALAND WHO ARE UNEMPLOYED). THIS COULD OPEN OPPORTUNITIES FOR SALES OF MEDICAL AND EDUCATIONAL EQUIPMENT AND SERVICES.

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: WELLINGTON

Country: NEW ZEALAND

A PERCEPTION OF INCREASING SOCIAL UNREST COULD ALSO PRESENT OPPORTUNITIES IN SECURITY AND SAFETY PRODUCTS. THE ECONOMIC PROSPECTS OF THE ISLAND STATES FOR WHICH THIS POST IS RESPONSIBLE REMAIN OBSCURE. IN FIJI, THE ONLY ISLAND STATE WITH MEANINGFUL ECONOMIC POTENTIAL, ECONOMIC RECOVERY AND OTHER ISLAND STATES, THE MOST PROMISING APPROACH IN ESTABLISHING ENHANCED COMMERCIAL RELATIONS WILL BE TO SEEK LINKAGES TO THE MODEST CANADIAN ECONOMIC ASSISTANCE PROGRAM WHEN POSSIBLE AND TO MONITOR FUNDING ACTIVITY OF INTERNATIONAL FINANCIAL INSTITUTIONS IN ORDER TO DEFINE COMMERCIAL POSSIBILITIES FOR CANADIAN BUSINESS.

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: WELLINGTON

Country: NEW ZEALAND

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV
TELECOMMUNICATIONS AND BROADCASTING ARE BEING DEREGULATED; INNOVATIVE SERVICES ARE SEEN AS METHOD TO PROTECT OR SECURE MARKET SHARE. CDN POSITION IN MARKET IS CHALLENGED BY NEW ENTRANTS AND DECISIONS BY ESTABLISHED CANADIAN FIRMS TO SOURCE FROM ASIAN OR EUROPEAN PLANTS.
2. FOREST PRODUCTS, EQUIP, SERVICES
IMMINENT SALE OF HARVESTING RIGHTS FOR STATE FORESTS WILL LEAD TO INDUSTRY RESTRUCTURING AND NEW ROUND OF PLANT INVESTMENT. CANADIAN SUPPLIERS NOW FACE HEIGHTENED COMPETITION FROM SCANDANAVIAN EQUIPMENT AND CONSULTANTS.
3. AGRI & FOOD PRODUCTS & SERVICE
FOOD RETAILERS CONTINUE TO LOOK TO FOREIGN FOOD SUPPLIERS FOR INNOVATIVE PRODUCTS CAPABLE OF POSITIONING THEIR STORES IN THE MARKET. TRADE POLICY INITIATIVES TO ESTABLISH HEALTH PROTOCOLS MUST BE FOLLOWED BY PROMOTION TO REALIZE BENEFITS.
4. CONSUMER PRODUCTS & SERVICES
REMOVAL OF BARRIERS TO MARKET ENTRY HAS STIMULATED FLOOD OF IMPORTED CONSUMER ITEMS. IN HIGHER QUALITY SECTOR OF MARKET CANADIAN PRODUCT HAS GOOD ACCEPTABILITY.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. CHEM PROD & PETROCHEM, EQP, SERV	4. MINE, METAL, MINERAL PROD & SRV
2. FOREST PRODUCTS, EQUIP, SERVICES	5. FISHERIES, SEA PRODUCTS & SERV.
3. ADVANCED TECH. PROD. & SERV	6. CONSUMER PRODUCTS & SERVICES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WELLINGTON

Market: NEW ZEALAND

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	480.00 \$M	564.00 \$M	600.00 \$M	645.00 \$M
Canadian Exports	4.50 \$M	5.40 \$M	6.40 \$M	7.50 \$M
Canadian Share of Market	0.90 %	1.00 %	1.10 %	1.20 %

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

Major Competing Countries

Market Share

AUSTRALIA	35.00 %
UNITED STATES OF AMERICA	10.00 %
UNITED KINGDOM	4.00 %
THAILAND	3.00 %

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

Products/services for which there are good market prospects:

1. PORK AND PORK PRODUCTS
2. CONFECTIONERY
3. FRESH VEGETABLES AND FRUIT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Restrictive standards
- Lack of promotion and advertising
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WELLINGTON

Market: NEW ZEALAND

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP ON CANADIAN SOLO FOOD FAIR
Expected Results: ONGOING AGENCY RELATIONSHIPS.

Activity: FOLLOW UP ON MARCH 89 LD NATHAN IN-STORE PROMOTION
Expected Results: REPORT CONSUMER REACTION TO PARTICIPANTS.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: MARCH 90 LD NATHAN IN-STORE PROMOTION
Expected Results: EXPOSE NEW PRODUCT LINES TO PUBLIC.

Activity: INFO BOOTH HOSPITALITY 89 FAIR
Expected Results: INTRODUCING CANADIAN CAPABILITIES TO HOSPITALITY TRADE

Activity: INFO BOOTH FINE FOODS INTERNATIONAL FAIR
Expected Results: MAINTAIN CANADIAN PRESENCE BEFORE RETAILING TRADE.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: UPDATE PROCESSED FOOD MARKET SURVEY
Expected Results: INFORM CANADIAN SUPPLIERS OF MARKET OPPORTUNITY.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WELLINGTON

Market: NEW ZEALAND

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	517.00 \$M	593.00 \$M	680.00 \$M	770.00 \$M
Canadian Exports	13.80 \$M	17.20 \$M	20.00 \$M	24.00 \$M
Canadian Share of Market	2.60 %	2.90 %	2.90 %	3.10 %

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

Major Competing Countries

Market Share

JAPAN	37.00 %
UNITED STATES OF AMERICA	28.00 %
UNITED KINGDOM	11.00 %
EUROPEAN COMMON MARKET C	9.00 %
AUSTRALIA	4.00 %
ASIA OR FAR EAST	6.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. CORPORATE ADVISORY SERVICES
2. DATA COMMUNICATIONS/FIBRE OPTIC
3. PABX & CUSTOMER PREMISES EQPT
4. BROADCAST & SATELLITE EQPT
5. COMPUTER SOFTWARE
6. MOBILE COMMUNICATIONS
7. COMPUTER PERIPHERALS
8. ANALOGUE/DIGITAL MICROWAVE EQPT
9. ELECTRONIC PARTS & COMPONENTS
10. DOMESTIC SATELLITE DISHES
11. SPACE COMMUNICATIONS
12. COMPUTER BUREAU PROCESSING

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WELLINGTON

Market: NEW ZEALAND

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory
- CDN TECHNOLOGY IS VERY
- ADVANCED RELATIVE TO SOME
- COMPETITORS.

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Non-competitive pricing
- Lack of promotion and advertising
- Market prospects have not been adequately explored
- LOCAL CONTENT REQ TO
- WAIVE DUTY IS 25%
- DEREGULATION NOW OFFERS BETTER ACCE
- PREV RESTRICTED TO MONOPOLY SUPPL

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: TELECOM'S REPORT UPDATE. (DONE ONCE ALREADY)
Expected Results: TO KEEP CDN'S AWARE OF OCCURANCES/OPPORTUNITIES IN NEW ZEALAND.

Activity: ON-GOING UPDATE OF MARKET STUDIES
Expected Results: TO ENSURE CORRECT INFORMATION GOES TO CANADIANS.

Activity: ON-GOING VISITS TO INDUSTRY IN NEW ZEALAND
Expected Results: CLIENT CONTACT, FEEDBACK, SOURCE OF UPDATE ON NEW ZEALAND INDUSTRY.

Activity: ON-GOING UPDATE OF WIN DATABASE
Expected Results: TO COMPILE DATABASE, CROSS-REF TO APPROPRIATE CANADIAN COMPANIES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WELLINGTON

Market: NEW ZEALAND

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: TELECOMS MISSION TO CANADA FROM NEW ZEALAND
Expected Results: CONTRACTS & AGENCIES ESTABLISHED.

Activity: BROADCASTING MISSION TO CANADA FROM NEW ZEALAND
Expected Results: CONTRACTS & AGENCIES ESTABLISHED.

Activity: TELECOMS MISSION FROM CANADA TO NEW ZEALAND
Expected Results: CANADIAN INDUSTRY TO INVEST IN NZ MARKET, EITHER DIRECT OR AGENCY.

Activity: CANADIAN COMPUTER SHOW JOURNALIST TO CANADA
Expected Results: PUBLICITY.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: REPORT ON BROADCASTING DEREGULATION IN NEW ZEALAND
Expected Results: INFORM CANADIANS OF EMERGING OPPORTUNITIES.

Activity: VISITS TO INDUSTRYYY IN CANADA
Expected Results: CLIENT CONTACT.

Activity: VISITS TO INDUSTRY IN ISLANDS (TERRITORY OUTSIDE NEW ZEALAND
Expected Results: SEEK OPPORTUNITIES.

Activity: ANNUAL STATISTICAL GATHERING - VIA COMPUTER & MODEM
Expected Results: USE OF ELECTRONIC STATISTICS TO COMPILE ANNUAL UPDATED REPORTS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WELLINGTON

Market: NEW ZEALAND

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

JOINT VENTURE - DATA TXMSN,
BCNZ & TRANS POWER NZ

Approximate Value: 30 M\$
Financing Source : NFR - No external finding req'd
Contact : WELLINGTON HIGH COMMISSION
TELEX: 3577

JOINT VENTURE - DATA TXMSN
TV3 & RAILWAYS

Approximate Value: 10 M\$
Financing Source : NFR - No external finding req'd
Contact : WELLINGTON HIGH COMMISSION
TELEX: 3577

ISDN - TELECOMS

Approximate Value: 10 M\$
Financing Source : NFR - No external finding req'd
Contact : WELLINGTON HIGH COMMISSION
TELEX: 3577

SATELLITE TV/SARSAT

Approximate Value: 60 M\$
Financing Source : NFR - No external finding req'd
Contact : WELLINGTON HIGH COMMISSION
TELEX: 3577

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WELLINGTON

Market: NEW ZEALAND

Sector : FOREST PRODUCTS,EQUIP,SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	284.00 \$M	304.00 \$M	338.00 \$M	345.00 \$M
Canadian Exports	13.80 \$M	16.00 \$M	18.40 \$M	22.00 \$M
Canadian Share of Market	4.90 %	5.30 %	5.40 %	6.40 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	22.00 %
GERMANY WEST	19.00 %
AUSTRALIA	9.00 %
UNITED KINGDOM	9.00 %
SCANDINAVIA	6.00 %
JAPAN	6.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. FOREST HARVESTING EQPT
2. PULP & PAPER EQPT
3. SAWMILLING EQPT
4. TRANSPORT EQPT
5. SAWN CEDAR
6. CONSULTING SERVICES
7. CEDAR SHINGLES & SHAKES
8. SAWN HEMLUCK/SPRUGE
9. SAWN HARDWOODS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WELLINGTON

Market: NEW ZEALAND

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Import duties are low
- Aggressive marketing
- PEMO support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Performance of local agent or representative
- NEW MKT PROSPECTS ARE EMERGING NOW
- AND CDN INDUSTRY NEEDS TO BE INFORM

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: UPDATE FORESTRY EQUIPMENT AGENTS DATABASE

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: WOOD EX 89 EXHIBITION, APR 1989

Expected Results: INFORMATION BOOTH TO FOCUS PRESENCE OF CDN EXHIBITORS, ALSO PROMOTE LUMBER.

Activity: FOREST INDUSTRIES EXHIBITION, ROTORUA, 1990

Expected Results: CDN PRESENCE IN NEW ZEALAND LARGEST FOREST INDUSTRY SHOW INCREASE EQ SALES.

Activity: GUEST SPEAKER LIRA CONFERENCE, JUNE 1989

Expected Results: HEIGHTEN KNOWLEDGE OF CANADIAN TECHNICAL COMPETENCE IN LOGGING.

Activity: INCOMING LUMBER BUYERS MISSION TO CANADA

Expected Results: INCREASE LUMBER SALES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WELLINGTON

Market: NEW ZEALAND

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: QUEBEC MISSION, APR 1989

Expected Results: ESTABLISH AGENTS ETC. FOR PARTICIPANTS.

Activity: COMMONWEALTH FORESTRY CONFERENCE, SEPT 1989

Expected Results: CONSOLIDATING CDN PRESENCE IN FORESTRY INDUSTRY IN NEW ZEALAND AND ELSEWHERE.

Activity: CEDAR PROMOTION IN ASSOCIATION WITH C.O.F.I., BC

Expected Results: EXPAND OUTLETS FOR CDN CEDAR, HEM/FIR IN NEW ZEALAND.

Activity: KIOSK ON LUMBER AT BUILDDEX SHOW (NTS PROPOSAL)

Expected Results: EXPANDED RECOGNITION OF CANADIAN LUMBER.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WELLINGTON

Market: NEW ZEALAND

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

NEW ZEALAND FOREST PRODUCTS
KINLEITH EXPANSION.

Approximate Value: 600 M\$
Financing Source :
Contact : AUCKLAND: CANADIAN CONSULATE
TELEX: 21645

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WELLINGTON

Market: NEW ZEALAND

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1010.00 \$M	1142.00 \$M	1200.00 \$M	1250.00 \$M
Canadian Exports	8.50 \$M	9.50 \$M	10.50 \$M	12.00 \$M
Canadian Share of Market	0.80 %	0.80 %	0.90 %	1.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	12.00 %
JAPAN	11.00 %
AUSTRALIA	5.00 %
UNITED KINGDOM	5.00 %
ITALY	3.00 %

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

Products/services for which there are good market prospects:

1. FURNITURE
2. KITCHENWARE
3. HOUSEWARES
4. GIFTWARE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WELLINGTON

Market: NEW ZEALAND

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP ON NZ BUYERS TO CANADIAN HARDWARE SHOW (FEB 89)
Expected Results: ESTABLISH AGENCIES.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INFO BOOTH IN AUCKLAND CHRISTMAS MERCHANDISE FAIR (APR 89)
Expected Results: TO EXPOSE NEW PRODUCT LINES TO TRADE.

Activity: BUYERS TO CANADIAN HARDWARE SHOW (FEB 90)
Expected Results: NEW AGENCIES ESTABLISHED.

Activity: CONSUMER GOODS SOLO MINI-SHOW
Expected Results: NEW AGENCIES.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MEDIA RELATIONS: PROVIDE EDITORIAL MATERIAL TO SPECIALIZED M
Expected Results: IMPROVED AWARENESS OF CANADA AS SOURCE.

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: WELLINGTON

Country: NEW ZEALAND

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (including portfolio flows if a primary focus)

	Total (\$ Million)	Canadian Share	Major Competitor Share
Current year	1500.00	1.00	99.00
One year ago	1700.00	1.00	99.00
Two years ago	2000.00	20.00	80.00

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

CANADA ALREADY HAS THE LARGEST SINGLE OVERSEAS NEW ZEALAND DIRECT INVESTMENT IN FLETCHER CHALLENGE CANADA. RETAINED EARNINGS BY FLETCHER WILL PROBABLY OVERSHADOW ANY ADDITIONAL NEW INVESTMENT -- \$ 5 MILLION.

Canada's major competitors for investment from this territory/country are:

- AUSTRALIA
- UNITED STATES OF AMERICA
- EC
- CHILE

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- INVESTMENT PROMOTION IS NORMALLY A MINOR ASPECT OF GENERAL COMMERCIAL PROMOTIONAL EVENTS SUCH AS MINISTERIAL VISITS, MISSIONS ETC.

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RPID1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: WELLINGTON

Country: NEW ZEALAND

Compared to major competitive destinations, Canada is perceived to have the following advantages:

- RESOURCE BASE
- RESOURCE BASE

the following constraints:

- HARMONIZED BUSINESS LAW UNDER CER WITH AUSTRALIA

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	MEDIUM
Acquisition	MEDIUM
Greenfield	HIGH
Joint Venture	MEDIUM
Strategic Partnering	LOW
Technology Licensing	MEDIUM

The mission believes that the following sectors are of greatest interest to investors in its territory/country with an assigned ranking of 1-10:

Sector	Ranking
Agriculture/Food/Fish	2
Resource Processing	1
Machinery and Equipment	10
Transportation	10
Consumer Products	10
Commercial Service	4
Computer and Communications	3
Health Care Products/Medical	10
Aerospace and Defence	10
Strategic Technologies	10

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABROAD

Mission: WELLINGTON

Country: NEW ZEALAND

The mission has proposed the following investment promotion activities for the next fiscal year:

Date

Type: OTHER PROMOTION

PLACEMENT OF ARTICLES IN LOCAL PRESS.

7/89

Location:

Invest Nature: JOINT VENTURE

Sector: MULTIPLE SECTORS

Cooperants: LOCAL BUSINESS MEDIA

Estimated Budget: \$2,000.00

Total estimated budget for all proposals:

\$2,000.00

Post : WELLINGTON

Start Date	Event Name, Location & Type	Sector/Contact
89/04/06	WOODDEX'89, AUCKLAND, NEW ZEALAND INSTITUTIONAL EXHIBIT	FOREST PRODUCTS,EQUIP,SERVICES T.BROPHY
89/11/00	BUYERS FROM NEW ZEALAND TO TORONTO HARDWARE SHOW MISSION IN, TO FAIR	CONSUMER PRODUCTS
89/11/00	NZ JOURNALIST TO CDN COMPUTER SHOW MISSION IN, TO FAIR	ADVANCED TECH. PROD. & SERV

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RPTBL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: CANBERRA

Country: AUSTRALIA

THE AUSTRALIAN GOVERNMENT HAS CONTINUED TO EXERCISE CONSIDERABLE FISCAL RESTRAINT IN THE CURRENT YEAR IN ORDER TO MAINTAIN A BALANCED BUDGET AND TO LOWER OVERSEAS DEBT OBLIGATIONS AS MUCH AS POSSIBLE THOUGH FOREIGN DEBT REMAINS RELATIVELY HIGH BY INTERNATIONAL STANDARDS. AS A RESULT OF THE GOVERNMENT'S STERN FISCAL MEASURES (INCLUDING INCREASING INTEREST RATES) THE EXCHANGE RATE FOR THE AUSTRALIAN DOLLARS HAS TENDED TO STABILIZE VIS-A-VIS THE CANADIAN DOLLAR AT ABOUT PAR. AS A RESULT CANADIAN FIRMS HAVE NOT SEEN THEIR COMPETITIVENESS IMPROVE BUT NEITHER HAS IT DETERIORATED MARKEDLY IN THE PAST YEAR.

MUCH OF CANADIAN COMMERCIAL INTEREST IS CENTRED ON THE DEFENCE/HI TECH SECTORS AND THE DEPARTMENT OF DEFENCE IS ONE OF THE FEW GOVERNMENT AGENCIES NOT TO HAVE SUFFERED LARGE FINANCIAL CUTBACKS FROM THE THRUST TO ACHIEVE A BALANCED BUDGET. AS A CONSEQUENCE CANADIAN FIRMS HAVE BY AND LARGE MAINTAINED THEIR MARKETING EFFORTS AND WILL CONTINUE TO DO SO OVER THE NEXT YEAR THOUGH THERE WILL PROBABLY BE SOME DELAYED PROJECTS NECESSITATING AN EXTENSION OF DEADLINES. IMPROVING ACCESS FOR CANADIAN GOODS TO THE HIGHLY PROTECTED AUSTRALIAN MARKET REMAINS A SIGNIFICANT CONCERN TO THE POST. THESE CONCERNS CENTRE ON THE MAINTENANCE OF OUR TARIFF PREFERENCES UNDER THE CANADIAN/AUSTRALIAN TRADE AGREEMENT AND THE REMOVAL OF SIGNIFICANT NON-TARIFF BARRIERS (I.E. QUARANTINE RESTRICTIONS) WHICH SIGNIFICANTLY FORESTALL TRADE IN FRESH FROZEN FISH OR MEAT PRODUCTS, PARTICULARLY SALMON AND PORK. SOME CANADIAN TARIFF PREFERENCES HAVE BEEN ERODED BECAUSE OF GOVERNMENT ACTION TO LOWER TARIFFS GENERALLY, THUS IMPROVING ACCESS FOR ALL IMPORTERS. IN THE UPCOMING YEAR IT IS EXPECTED THAT TARIFF QUESTIONS WHICH HAVE ARISEN BECAUSE OF BOTH CANADIAN AND AUSTRALIAN ADOPTION OF THE HARMONIZED SYSTEM OF TARIFFS SHOULD BE RESOLVED AND THAT SOME PROGRESS WILL BE MADE ON AT LEAST SOME OF THE OUTSTANDING QUARANTINE QUESTIONS (PORK IS MOST LIKELY CANDIDATE). THE POST SHOULD ALSO BE IN A GOOD POSITION TO PURSUE DEFENCE AND OTHER GOVERNMENT PROCUREMENT OPPORTUNITIES BUT COMPLYING WITH LOCAL OFFSET RULES, IN PARTICULAR LOCATING SUITABLE AUSTRALIAN PARTNERS, IS A CONTINUING CONCERN FOR CANADIAN FIRMS. THE MTN WILL BE IN ITS POST-MID TERM REVIEW PHASE AND THIS SHOULD RESULT IN CONTINUING INTENSE AND ONGOING CONSULTATION AND LIAISON WITH AUSTRALIAN GOVERNMENT OFFICIALS ON A NUMBER OF ISSUES RANGING FROM AGRICULTURAL TRADE TO TRADE IN INTELLECTUAL PROPERTY AND SERVICES. THE AUSTRALIANS HAVE ADVISED CANADA ON A NUMBER OF OCCASIONS OVER THE PAST YEAR THAT AUSTRALIA EXPECTS CANADA TO FULLY MEET ITS COMMITMENTS UNDER THE CANADA/AUSTRALIA TRADE AGREEMENT. THIS WILL BECOME A CONTENTIOUS ISSUE IF AND WHEN THE CANADA/USA FREE TRADE AGREEMENT IS IMPLEMENTED. THE AUSTRALIANS ARE CONCERNED THAT AT SUCH TIME CERTAIN AMERICAN PRODUCTS WOULD BE ACCORDED DUTY FREE ENTRY TO CANADA, THUS GAINING MORE FAVOURABLE ACCESS THAN COMPETITIVE AUSTRALIAN PRODUCTS WHICH ARE LISTED IN THE CANADA/AUSTRALIA TRADE AGREEMENT. WITH THE RECENT ADDITION OF PAPUA NEW GUINEA, NEW CALEDONIA, VANUATU AND THE SOLOMON ISLANDS TO ITS TERRITORY, THE POST IS BEGINNING THE PROCESS OF

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: CANBERRA

Country: AUSTRALIA

EXAMINING DEVELOPING OPPORTUNITIES IN SELECTED SECTORS. GREATEST PROSPECTS APPEAR TO EXIST IN MINING AND FORESTRY EQUIPMENT, COMMUNICATIONS AND HYDRO-POWER DEVELOPMENT.

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RPT82

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: CANBERRA

Country: AUSTRALIA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. DEFENCE PROGRAMS, PRODUCTS, SERV

AUSTRALIAN DEF FORCES HAVE SEV MAJOR PROJ IN COMMON W/CDA, E.G. F-18 FIGHTERS, PATROL FRIGATES, NEW SUBMARINES, TOWED ARKAYS. AUSTRALIAN FORCES WOULD LIKE TO DIV FM THEIR TRADITIONAL SOURCES OF SUPPLY, I.E. USA & UK. THERE IS MODEST BUT GROWING INDIGENOUS DEF CAPAB WHICH IS MOST INTERESTED IN COOP W/FOREIGN COS. CDN COS ARE PARTICULARLY WELL REC.

2. ADVANCED TECH. PROD. & SERV

CDN DEFENCE EXPORTERS CONSIDER AUSTRALIA A SIGNIFICANT EXPORT MARKET AND RELATIVELY STRAIGHTFORWARD TO PENETRATE. CDN FIRMS HAVE DEVELOPED EXPERTISE IN CERTAIN HIGH TECHNOLOGY SECTORS, E.G. MUA, CAL, CAE, SPARTON, SPAR, LITTON

The most important current Canadian export sectors to this market are (based on actual export sales):

1. DEFENCE PROGRAMS, PRODUCTS, SERV

2. ADVANCED TECH. PROD. & SERV

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: CANBERRA

Market: AUSTRALIA

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Exports	4.90 \$M	10.00 \$M	14.00 \$M	20.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	80.00 %
UNITED KINGDOM	5.00 %
SWEDEN	5.00 %
NETHERLANDS	4.00 %
ITALY	2.00 %
FRANCE	2.00 %

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

Products/services for which there are good market prospects:

1. VIP AIRCRAFT
2. F-18 RELATED EQUIPMENT
3. MARINE ENGINEERING EQUIPMENT & SERVICES
4. LIGHT ARMoured VEHICLES
5. CRV 7 ROCKETS
6. SONOBUOY PROCESSORS
7. AIRBORNE SEARCH RADARS
8. REMOTELY-OPERATED VEHICLES
9. HELICOPTER-RELATED EQUIPMENT
10. AMMUNITION
11. GLOBAL POSITIONING EQUIPMENT

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: CANBERRA

Market: AUSTRALIA

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
- Competitive pricing
- Strong sectoral capability in Canada
- willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: CANBERRA

Market: AUSTRALIA

Sector : ADVANCED TECH. PRDD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Exports	3.00 \$M	3.00 \$M	1.00 \$M	1.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries

Market Share

AUSTRALIA	0.00 %
JAPAN	0.00 %
EUROPEAN COMMON MARKET C	0.00 %
UNITED STATES OF AMERICA	0.00 %
UNITED KINGDOM	0.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. SARSAT - SEARCH & RESCUE BEACONS
2. AERONAUTICAL INFORMATION PROCESSING
3. DISTANCE MEASURING EQUIPMENT
4. LAN - WATERLOO PORT

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
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: CANBERRA

Market: AUSTRALIA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- CDN FIRMS ARE NOT FAMILIAR ENOUGH
- WITH LOCAL OFFSETS REQUIREMENTS

89/01/30 RP-A14 PEMD - Government Initiated Activities 1988

Post : CANBERRA

<u>Start Date</u>	<u>Event Name, Location & Type</u>	<u>Sector/Contact</u>

89/11/00 AIDEX

DEFENCE PROGRAMS, PRODUCTS, SERV

INFO BOOTH, ONLY

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KPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: SYDNEY

Country: AUSTRALIA

THE CHANGE IN AUSTRALIA'S ECONOMIC AND BUDGETARY PERFORMANCE OVER THE LAST TWO YEARS HAS BEEN NOTHING SHORT OF REMARKABLE, THE SPEED AND STRENGTH OF THE UPTURN IN THE COMMODITY PRICES CAUGHT EVERYBODY BY SURPRISE. AS A RESULT, THE AUSTRALIAN DOLLAR HAS BEEN ONE OF THE STRONGEST RISING CURRENCIES THIS YEAR. THERE HAS BEEN SOME GENUINE PROGRESS TOWARD CORRECTING AUSTRALIA'S INTERNAL AND EXTERNAL FINANCIAL IMBALANCES. IT APPEARS THAT THIS ADJUSTMENT STRATEGY WILL CONTINUE. WHILE AUSTRALIA'S FOREIGN DEBT CONTINUES TO GROW, THE DEBT GROWTH HAS BEEN SLOWED. MOREOVER THE RECENT TURNAROUND IN THE FEDERAL GOVERNMENT'S BUDGETARY POSITION HAS BEEN IMPRESSIVE, BUT LARGER THAN EXPECTED CURRENT ACCOUNT DEFICITS SINCE HAVE BEEN A MAJOR CAUSE OF CONCERN. PRICES OF NATURAL RESOURCES, THE REAL INDICATOR OF THE ECONOMIC WELL BEING OF AUSTRALIA HAVE RISEN ALMOST ACROSS THE BOARD. GLOBALLY COPPER, ZINC, NICKEL AND ALUMINIUM ARE ENJOYING BETTER PRICES. PROFITABILITY OF COMPANIES IS SIGNIFICANTLY HIGHER THIS YEAR AND MANY OF THE AUSTRALIAN RESOURCE COMPANIES ARE GOING OVERSEAS TO DEVELOP NEW OPERATIONS. THESE INCLUDE BHP, WESTERN MINING, GIANT BOND, MIM, ETC. THERE IS HOWEVER A SENSE OF CAUTION AMONG THE NATURAL RESOURCE PRODUCERS WHO DO NOT KNOW WHERE THE RECOVERY CAME FROM AND WHAT IT REALLY MEANS. THEY ARE EXPECTING HOWEVER A GREAT DEAL OF VOLATILITY. AUSTRALIA CONTINUES TO OFFER AN ATTRACTIVE MARKET FOR A BROAD RANGE OF CANADIAN GOODS AND SERVICES. AUSTRALIANS HAVE A HIGH PROPENSITY TO CONSUME AND A RELATIVELY MODEST CAPACITY TO SATISFY THIS. THE KINDS OF GOODS AND SERVICES PRODUCED IN CANADA TEND TO FIND READY ACCEPTANCE IN AUSTRALIA, AND CANADIAN PRODUCTION COSTS ENCOURAGE THEIR SELECTION FROM AMONG COMPETING SUPPLIERS. WITHOUT A MAJOR INITIATIVE, THE CANADIAN COMMERCIAL EXPERIENCE IN AUSTRALIA IN THE COMING YEAR WILL BE ESSENTIALLY AN EXTRAPOLATION OF THE PRESENT. THERE WILL CONTINUE TO BE STRONG DEMAND FOR CANADIAN HIGH TECH PRODUCTS, PARTICULARLY THOSE RELATED TO COMPUTER APPLICATIONS, PROCESS CONTROL AND COMMUNICATIONS. THERE WILL ALSO BE SUSTAINED DEMAND FOR A BROAD RANGE OF MANUFACTURED PRODUCTS AND SPECIALIZED SERVICES. POST SUPPORT TO CANADIAN COMMERCIAL ACTIVITIES WILL CONTINUE TO FOCUS ON THE PROVISION OF PROFESSIONAL CONSULTING ADVICE TO CANADIAN BUSINESS PERSONS. AUSTRALIA IS A NET IMPORTER OF CAPITAL AND TECHNOLOGY, BUT PARTICULAR ELEMENTS OF AUSTRALIAN ENTERPRISE WILL INVEST ABROAD. TO THESE, CANADA OFFERS CERTAIN ATTRACTIONS INCLUDING THE PROPOSED FREE TRADE AGREEMENTS AND A RELATIVELY COMPREHENSIBLE ENVIRONMENT IN WHICH TO GAIN NORTH AMERICAN EXPERIENCE. BY MID 1988, THE VALUE OF CANADIAN EXPORTS TO AUSTRALIA INCREASED BY 9 PER CENT, A SATISFACTORY ACHIEVEMENT GIVEN AUSTRALIAN DOLLAR VOLATILITY IN THAT PERIOD. TRADE IN SERVICES, INCLUDING BANKING, INVESTMENT, TRAVEL, TOURISM AND TRANSPORTATION, IS BECOMING A SIGNIFICANT CONSIDERATION IN OUR BILATERAL RELATIONS. AUSTRALIAN ACQUISITION OF CANADIAN COMPANIES HAS INCREASED FROM A VALUE OF \$41 MILLION IN 1985 TO SOME \$900 MILLION IN THE PAST YEAR. TOURISM RECEIPTS THIS YEAR AMOUNTED TO \$50 MILLION WHILE REPATRIATED PROFITS AND DIVIDENDS FROM ABOUT 135 CANADIAN COMPANIES, (EXCLUDING CANADIAN BANKS) TOTALLED

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: SYDNEY

Country: AUSTRALIA

\$250 MILLION, WHILST TRAVEL RECEIPTS AMOUNT TO \$25 MILLION. INVISIBLE TRADE, THEREFORE, AMOUNTS TO APPROXIMATELY 50 PER CENT OF VISIBLE EXPORTS AND CAN BE EXPECTED TO GROW FASTER THAN WILL THE LATTER. WE ARE CONTINUING TO EXPERIENCE STRONG GROWTH IN SULPHUR POTASH, PULP, PAPER AND MOTOR THERE HAS BEEN SUSTAINED GROWTH IN EXPORTS OF CANADIAN TELECOMMUNICATIONS EQUIPMENT COMPUTERS, COMPUTER SOFTWARE AND RELATED SYSTEMS. THERE IS EVERY REASON TO EXPECT THAT THIS WILL CONTINUE. THE NATIONAL TRADE STRATEGY AND THE RELATED PACIFIC TRADE INITIATIVES HAVE BEEN PARTICULARLY HELPFUL IN SENSITIZING CANADIAN INDUSTRY TO EMERGING SECTORS OF OPPORTUNITY. THE POST PLAN AND OUR MARKET STUDIES APPEAR TO BE READ WIDELY AND THE FORMER MAY BE HELPING TO CO-ORDINATED INTERNATIONAL TRADE PROMOTIONAL EFFORTS BY PROVINCIAL GOVERNMENTS. THE CANADIAN EXPORTER IS BECOMING MORE SOPHISTICATED AND REQUIRES MUCH MORE SPECIFIC INFORMATION ON WHICH TO BASE MARKET PLANS. COMPUTERIZATION OF OFFICE PROCEDURES IS CONTRIBUTING GREATLY TO OUR ABILITY TO SATISFY THIS CHANGING DEMAND. IN THIS RESPECT THE TRADE COMMISSIONER'S ROLE, IN AUSTRALIA AT LEAST, IS EVOLVING TO THAT OF MARKETING CONSULTANT.

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RPT82

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: SYDNEY

Country: AUSTRALIA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV
GOVERNMENTAL RESTRUCTURING OF THE TELECOMMUNICATIONS NETWORK AND RAPID GROWTH IN INFORMATION PROCESSING TECHNOLOGIES AND APPLICATIONS ARE PRODUCING EXCELLENT OPPORTUNITIES FOR CANADIAN EXPORTERS.
2. FOREST PRODUCTS, EQUIP, SERVICES
\$4 BILLION WORTH OF MAJOR MODERNISING AND EXPANSION OF AUSTRALIAN PULP AND PAPER INDUSTRY ARE OFFERING MAJOR OPPORTUNITIES FOR CANADIAN EQUIPMENT MANUFACTURERS AND ENGINEERS IN THIS SECTOR.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. FOREST PRODUCTS, EQUIP, SERVICES
2. CHEM PROD & PETROCHEM, EQP, SERV
3. TRANSPORT SYS, EQUIP, COMP, SERV.
4. AGRI & FOOD PRODUCTS & SERVICE

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SYDNEY

Market: AUSTRALIA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ANIMAL, POULTRY BREEDING STOCK

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	34.90 \$M	41.00 \$M	47.20 \$M	48.00 \$M
Canadian Exports	4.30 \$M	5.30 \$M	6.80 \$M	7.50 \$M
Canadian Share of Market	12.30 %	12.90 %	14.40 %	15.60 %

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

Major Competing Countries

Market Share

NEW ZEALAND	68.00 %
UNITED KINGDOM	4.00 %
UNITED STATES OF AMERICA	3.00 %

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

Products/services for which there are good market prospects:

1. HORSES
2. BOVINE EMBRYOS
3. SEMEN

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Trade Fair activity
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- FOR EMBRYOS IN PARTICULAR, BUT ALSO
- FOR LIVE ANIMALS COST OF QUARANTINE

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SYDNEY

Market: AUSTRALIA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: LIAISON w/AUSTLN QUARANTINE AUTH TO ACHIEVE RELAX OF REQ.
Expected Results: LOWER COSTS WILL LEAD TO MORE EMBRYOS BEING SHIPPED.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: PROG TO ASSIST AUSTLN BUYERS TO VISIT CAN TO SELECT ANIMALS
Expected Results: INCREASED SALES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SYDNEY

Market: AUSTRALIA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: SEMI & PROCESSED FOOD & DRINK

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1392.00 \$M	1491.00 \$M	1510.00 \$M	1600.00 \$M
Canadian Exports	27.00 \$M	25.00 \$M	30.00 \$M	37.00 \$M
Canadian Share of Market	1.90 %	1.67 %	1.98 %	31.00 %

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

Major Competing Countries

Market Share

NEW ZEALAND	17.50 %
EUROPEAN COMMON MARKET C	17.40 %
UNITED STATES OF AMERICA	11.00 %
NEW GUINEA	3.80 %

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

Products/services for which there are good market prospects:

1. CONFECTIONERY
2. CHEESES
3. FROZEN VEGETABLES
4. MINERAL WATERS
5. BEER

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

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- MANY POTENTIAL CDN SUPPLIERS CONSID
- AUSTRALIA TOO FAR AWAY; ARE SLOW

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RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SYDNEY

Market: AUSTRALIA

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: CONTINUING STUDY OF MKT FOR PROCESSED FOOD PROD, FINE FOOD
Expected Results: ENCOURAGE MORE CANADIAN COMPANIES TO BE ACTIVE IN MARKET;
IDENTIFY NEW IMPORTERS.

Activity: MARKETPLACE STYLE TOUR OF MAJ CDN CITIES TO MEET FOOD(FISH)
Expected Results: INCREASE MARKET SHARE BY 10%.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SYDNEY

Market: AUSTRALIA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: AGRICULTURE MACH,EQUIP,TOOLS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	286.00 \$M	346.00 \$M	327.00 \$M	380.00 \$M
Canadian Exports	13.00 \$M	11.00 \$M	9.60 \$M	18.50 \$M
Canadian Share of Market	4.60 %	3.20 %	2.60 %	4.80 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	38.00 %
UNITED KINGDOM	7.00 %
JAPAN	7.00 %
GERMANY WEST	18.00 %
ITALY	8.00 %

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

Products/services for which there are good market prospects:

1. TRACTORS
2. CULTIVATORS
3. SEEDERS
4. COMBINES
5. SPRAYERS
6. GRAIN DRYING/HANDLING

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
- Trade Fair activity
- Provincial export promotion
- RECENT ECON DOWNTURN AFPE
- AGRI MORE THAN OTHER SECT
- RURAL RETURNS OVER PAST

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SYDNEY

Market: AUSTRALIA

Factors for Canadian exports not reaching market potential:

- Non-competitive financing

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: TO LIAISE W/DISTRIBUTORS & MANUF TO IDENTIFY OPPORT FOR SALE
Expected Results: TO PROMOTE SALES OR INCREASE RETURNS VIA LICENCES ETC.

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SYDNEY

Market: AUSTRALIA

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: PROCESSED FISH & SHELLFISH

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	421.00 \$M	426.00 \$M	414.00 \$M	420.00 \$M
Canadian Exports	47.00 \$M	46.00 \$M	28.00 \$M	50.00 \$M
Canadian Share of Market	11.20 %	10.80 %	6.80 %	11.90 %

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

Major Competing Countries

Market Share

NEW ZEALAND	13.70 %
THAILAND	12.50 %
MALAYSIA	7.70 %
UNITED STATES OF AMERICA	6.50 %
KOREA	5.00 %
JAPAN	3.80 %

Current Status of Canadian
exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. HAKE FILLETS
2. SMOKED HAKE
3. CANNED SARDINES
4. BRAWN MEAT
5. SQUID TUBES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Trade Fair activity

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system
- MANY CDN SUPPLIERS CONSIDER AUSTR
- TOO FAR AWAY; NOT PREPARED TO MEET

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SYDNEY

Market: AUSTRALIA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTINUING FOLLOW UP TO NOV '87 HAKE MISSION
Expected Results: TO ASSESS MARKET CONDITIONS CONDUCIVE TO GOOD PROSPECTS FOR CDN HAKE.

Activity: FISH MARKET STUDY TO BE COMPLETED AND MAILED TO MAJOR
Expected Results: INCREASED EXPORTS THROUGH GREATER AWARENESS OF POTENTIAL IN AUSTRALIA.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING STUDY GROUP 2-3 TO VISIT PROCESSORS, PART MEMBERS
Expected Results: TO REALIZE MORE ACCEPTABLE PRODUCT TO MEET AUSTRALIAN MARKET REQUIREMENTS.

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SYDNEY

Market: AUSTRALIA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Major Competing Countries

Market Share

AUSTRALIA

0.00 %

UNITED STATES OF AMERICA

0.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. DATA COMMUNICATIONS
2. SATELLITE COMMUNICATIONS
3. REMOTE SENSING
4. TELEPHONE SYSTEM PERIPHERALS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- AWARENESS OF MARKET.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SYDNEY

Market: AUSTRALIA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: TELECOM DEREGULATION STUDY

Expected Results: KNOWLEDGE OF OPPORTUNITIES FROM DEREGULATION.

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

AUSSAT SATELLITES

Approximate Value: 0 M\$
Financing Source :
Contact :

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SYDNEY

Market: AUSTRALIA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE & COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	450.00 \$M	500.00 \$M	550.00 \$M	600.00 \$M
Canadian Exports	15.00 \$M	20.00 \$M	25.00 \$M	30.00 \$M
Canadian Share of Market	3.20 %	4.00 %	4.50 %	5.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 3-5 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	50.00 %
UNITED KINGDOM	15.00 %
EUROPEAN COMMON MARKET C	5.00 %
JAPAN	20.00 %

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

Products/services for which there are good market prospects:

1. COMMUNICATIONS SOFTWARE
2. EDUCATION SOFTWARE
3. BUSINESS SOFTWARE
4. LOCAL AREA NETWORKS

Factors contributing to current successful Canadian exports:

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

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- LACK OF AWARENESS OF MARKET
- POTENTIAL AND DISTANCE.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SYDNEY

Market: AUSTRALIA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: AGENTS LIST SURVEY

Expected Results: BETTER SERVICE TO CANADIAN SUPPLIERS, IN LOCATING AND ASSESSING LOCAL REPRESENTATIVES.

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SYDNEY

Market: AUSTRALIA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: AUTOMOTIVE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	694.53 \$M	668.29 \$M	794.39 \$M	843.70 \$M
Canadian Exports	34.54 \$M	24.73 \$M	13.23 \$M	16.00 \$M
Canadian Share of Market	4.97 %	3.70 %	1.66 %	1.90 %

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

Major Competing Countries	Market Share
JAPAN	40.00 %
UNION OF SOVIET SOC REP	19.00 %
UNITED KINGDOM	14.00 %
GERMANY WEST	8.00 %
TAIWAN	5.00 %
SWEDEN	5.00 %

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

Products/services for which there are good market prospects:

1. FUEL INSPECTION SYSTEMS
2. SHOCK ABSORBERS
3. BRAKE & CLUTCH PARTS
4. FUEL FILTERS
5. CANSHAFTS
6. H.D. SPRINGS
7. IGNITION CONTROLS
8. TRANSMISSIONS
9. PISTONS
10. ALL ACCESSORIES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Trade Fair activity
- Competitive pricing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SYDNEY

Market: AUSTRALIA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SURVEY OF LOCAL MARKET
Expected Results: APPRECIATION OF MARKET VALUE

Activity: INVESTIGATION OF LOCAL MANUFACTURE COSTING
Expected Results: COMPARISON WITH IMPORTED CDN COSTS

Activity: ADVICE OF REQUIREMENTS TO CDN MANUFACTURERS
Expected Results: INCREASED SALES.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ATTENDANCE AT MOTAQUIP 1989 EXHIBITION (SYDNEY)
Expected Results: INTEREST POTENTIAL IMPORTERS/DISTRIBUTORS.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ALLOCATE HIGHER PRIORITY TO THIS SUB SECTOR
Expected Results: INCREASED DISTRIBUTOR ACCEPTABILITY, MORE DISTRIBUTORS, INCREASED SALES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SYDNEY

Market: AUSTRALIA

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	274.00 \$M	252.00 \$M	261.00 \$M	270.00 \$M
Canadian Exports	81.00 \$M	71.00 \$M	76.00 \$M	80.00 \$M
Canadian Share of Market	29.50 %	28.20 %	29.10 %	29.60 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	31.50 %
NEW ZEALAND	23.00 %
SINGAPORE	4.10 %
MALAYSIA	26.40 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. ROUGH SAWN LUMBER
2. STK SIDING

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
- Competitive pricing
- HISTORICALLY ESTABLISHED
- MKT WITH ESTABLISHED
- PLAYERS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SYDNEY

Market: AUSTRALIA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTINUING FOLLOW-UP TO TIMBER FRAME STUDY GROUP OF NOV 87
Expected Results: EASING OF BUILDING CODE RESTRICTIONS.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: VISIT OF TECH EXPERTS AS FOLLOW UP TO TIMBER FRAM MISSION
Expected Results: CHANGE IN BUILDING CODE TO PERMIT MULTISTORY WOOD CONSTRUCTORS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SYDNEY

Market: AUSTRALIA

Sector : INDUSTRIAL MACHIN, PLANTS, SERV.

Sub-Sector: MANUFACT & MATERIAL PLANT, EQP.

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	3761.00 \$M	4161.50 \$M	4451.50 \$M	4500.00 \$M
Canadian Exports	39.40 \$M	41.00 \$M	44.20 \$M	46.80 \$M
Canadian Share of Market	1.02 %	0.98 %	0.99 %	1.04 %

Major Competing Countries

Market Share

JAPAN	33.00 %
GERMANY WEST	14.00 %
ITALY	12.00 %
UNITED KINGDOM	10.00 %
TAIWAN	10.00 %
UNITED STATES OF AMERICA	10.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. ROUGH TERRAIN FORK LIFT TRUCKS
2. MOBILE CRANES
3. BULK HANDLING EQUIPMENTS
4. SCISSOR RAISING PLATFORMS
5. TRUCK LEVELLING HYDRAULICS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- SPECIAL EQUIPMENT
- FULFILLING PARTICULAR
- NEED.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SYDNEY

Market: AUSTRALIA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: STUDY ON ALL ASPECTS OF AUSTRALIAN MKT, INCLUDING IMPORTED
Expected Results: INFORM CDN MAT HANDLING EQUIPMENT MANUFACTURERS OF
AUSTRALIAN MARKET.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ATTENDANCE AT "MATPACK" EXHIBITION
Expected Results: IDENTIFICATION OF POTENTIAL DISTRIBUTORS FOR CDN
EQUIPMENTS.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: VISIT LOCAL MANUFACTURERS TO INCREASE KNOWLEDGE OF CAPABILIT
Expected Results: INCREASE POSSIBILITIES OF JOINT VENTURE/MFG UNDER LICENCE
ARRANGEMENTS.

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: SYDNEY

Country: AUSTRALIA

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (including portfolio flows if a primary focus)

	Total (\$ Million)	Canadian Share	Major Competitor Share
Current year	1000.00	1.00	20.00
One year ago	1500.00	1.50	20.00
Two years ago	2000.00	2.00	20.00

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

CAD 200 MILLION WITH THE FTA; 15 MILLION WITHOUT FTA.

Canada's major competitors for investment from this territory/country are:

- USA
- UK
- SOUTHEAST ASIA

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- INVESTMENT SEMINARS & MISSIONS.
- INVESTMENT SEMINARS & MISSIONS.

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: SYDNEY

Country: AUSTRALIA

Compared to major competitive destinations, Canada is perceived to have the following advantages:

- CANADA-US FREE TRADE AGREEMENTS
- SIMILARITY OF SIZE
- PARITY OF EXCHANGES

the following constraints:

- DISTANCE
- SIZE OF MARKET
- PROXIMITY TO U.S.

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	MEDIUM
Acquisition	HIGH
Greenfield	LOW
Joint Venture	MEDIUM
Strategic Partnering	LOW
Technology Licensing	HIGH

The mission believes that the following sectors are of greatest interest to investors in its territory/country with an assigned ranking of 1-10:

Sector	Ranking
Agriculture/Food/Fish	1
Resource Processing	8
Machinery and Equipment	2
Transportation	2
Consumer Products	4
Commercial Service	6
Computer and Communications	3
Health Care Products/Medical	1
Aerospace and Defence	1
Strategic Technologies	2

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABROAD

Mission: SYDNEY

Country: AUSTRALIA

The mission has proposed the following investment promotion activities for the next fiscal year:

Date

Type: MISSION OUT, INDUSTRY

FOLLOW UP TO NTS VIP PROGRAMME & IMPORT REPLACEMENT STUDY.

0/00

Location: SYDNEY

Invest Nature: ALL

Sector: MULTIPLE SECTORS

Cooperants: TOP 500

Estimated Budget: \$1,000.00

TALKS WITH INDUSTRY LEADERS.

0/00

Location: SYDNEY

Invest Nature: GREENFIELD

Sector: MULTIPLE SECTORS

Cooperants: MONTREAL/QUEBEC INDUSTRIAL COMM.

Estimated Budget: \$5,000.00

Type: SEMINAR, ABROAD

95 PARTICIPANTS IN NATURAL RESOURCES.

8/89

Location: BRISBANE

Invest Nature: JOINT VENTURE

Sector: MULTIPLE SECTORS

Cooperants: STATE CHAMBER OF COMMERCE (QUEENSLAND)

Estimated Budget: \$5,000.00

120 PARTICIPANTS BROAD BASED

6/89

Location: SYDNEY

Invest Nature: ALL

Sector: MULTIPLE SECTORS

Cooperants: CHAMBER OF MANUFACTURERS

Estimated Budget: \$500.00

Type: DIRECT MAIL CAMPAIGN

FOLLOW UP ON NTS VIP PROGRAMME

0/00

Location: SYDNEY

Invest Nature: PORTFOLIO

Sector: MULTIPLE SECTORS

Cooperants: TOP 500 MAIL OUT

Estimated Budget: \$1,500.00

Total estimated budget for all proposals:

\$13,000.00

89/01/30 RP-A14 PEMD - Government Initiated Activities 1988

Post : SYDNEY

<u>Start Date</u>	<u>Event Name, Location & Type</u>	<u>Sector/Contact</u>
89/04/00	SYDNEY ROYAL EASTER AGRICULTURAL SHOW, SYDNEY, AUSTRALIA FAIR, OTHER	AGRI & FOOD PRODUCTS & SERVICE
89/05/00	BOOK SOLD SHOW - SYDNEY FAIR, SOLD	CONSUMER PRODUCTS
89/05/00	MOTAQUIP MISSION OUT, INDUSTRY	TRANSPORT SYS, EQUIP, COMP, SERV.
89/05/00	TELECOM MISSION TO NZ & AUSTRALIA MISSION OUT, INDUSTRY	ADVANCED TECH. PROD. & SERV
89/06/00	INTERCAN '89 MISSION IN, TO FAIR	OIL & GAS EQUIPMENT, SERVICES
00/00/00	INDUSTRIAL COLLABORATION MISSIONS - INCOMING MISSION IN, TO INDUSTRY	GENERAL OR UNASSIGNED ISB
00/00/00	INDUSTRIAL COLLABORATION MISSIONS - OUTGOING MISSION OUT, INDUSTRY	GENERAL OR UNASSIGNED ISB

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MELBOURNE

Market: AUSTRALIA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	550.00 \$M	710.00 \$M	880.00 \$M	130.00 \$M
Canadian Exports	25.00 \$M	34.00 \$M	49.00 \$M	58.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries	Market Share
AUSTRALIA	0.00 %
JAPAN	0.00 %
UNITED STATES OF AMERICA	0.00 %
SWEDEN	0.00 %
GERMANY WEST	0.00 %

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

Products/services for which there are good market prospects:

1. ISDN
2. DIGITAL MONITORING SYSTEM
3. FIBRE OPTIC NETWORKS
4. PACKET SWITCHING
5. NETWORK MANAGEMENT
6. SATELLITE COMMUNICATIONS
7. CONSULTING

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
- Trade Fair activity
- Competitive Canadian financing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MELBOURNE

Market: AUSTRALIA

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: COMMUNICATIONS '89 (IN CONJUNCTION W/PC '89) MLBRN, 06/89
Expected Results: OPPORTUNITY FOR CDN CO. TO EXHIBIT AT FOREMOST TRADE SHOW FOR BOTH TELECOM & PRIVATE SECTOR.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: COMPILE OVERVIEW OF DEVELOPMENTS IN PRIVATE SECTOR & TELECOM
Expected Results: EARMARK OPPORTUNITIES FOR CDN COMPANIES.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: MELBOURNE

Market: AUSTRALIA

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	330.00 \$M	350.00 \$M	400.00 \$M	500.00 \$M
Canadian Exports	10.00 \$M	15.00 \$M	25.00 \$M	50.00 \$M
Canadian Share of Market	3.00 %	4.30 %	6.20 %	10.00 %

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

Major Competing Countries Market Share

GERMANY WEST	12.00 %
ITALY	10.00 %
JAPAN	9.00 %
SWEDEN	7.00 %
UNITED STATES OF AMERICA	5.00 %

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

Products/services for which there are good market prospects:

1. PULP & PAPER
2. FOREST HARVESTING
3. SAWMILLING
4. WOOD HANDLING
5. CONTROL SYSTEMS

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
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MELBOURNE

Market: AUSTRALIA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CDN DISPLAY AT APPITA '89-BRISBANE, QUEENSLAND, MAY 1989
Expected Results: IMPROVE OPPORTUNITIES FOR PULP/PAPER EQUIPMENT AND SERVICES.

Activity: INFO BOOTH AT ALL AUSTRALIA TIMBER CONGRESS, PERTH, W.A. 10/89
Expected Results: HIGHLIGHT CDN CAPABILITY IN SAWMILLING SECTOR.

Activity: ATTEND MAJOR INDUSTRY CONFERENCES, SEMINARS ETC.
Expected Results: BROADEN CONTACT BASE, GATHER MARKET INTELLIGENCE.

Activity: VISIT PLANTS, SAWMILLS AND FORESTRY OPERATIONS
Expected Results: ADVISE CDN INDUSTRY ON NEW DEVELOPMENTS.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: APPITA '89, BRISBANE, MAY 1989
Expected Results: INCREASED SALES OF CDN PULP & PAPER EQUIPMENT.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SAWMILL &/OR FOREST HARVESTING SEMINARS IN SELECTED REGIONS
Expected Results: ENHANCE SALES POTENTIAL OF NEW TECHNOLOGIES.

Activity: PREPARE SECTORAL PROJECT LIST
Expected Results: WIDEN CONTACT/SOURCING BASE.

Activity: STUDY LOG HANDLING/CONVERSION TECHNIQUES
Expected Results: SEEK SALES PROSPECTS FOR CANADIAN SUPPLIERS.

Activity: INVESTIGATE LAND MANAGEMENT IN AUSTRALIAN FORESTRY SECTOR
Expected Results: DATA TO ASSIST CDN FIRMS IN ASSESSING POTENTIAL & APPOINTING NEW AGENTS.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MELBOURNE

Market: AUSTRALIA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

GIPPSLAND PULP MILL

Approximate Value: 1000 M\$
Financing Source : DOM - Domestically funded
Contact : L. STRYKER, MELBOURNE
TLX AA30501

ANM NEWSPRINT MILL

Approximate Value: 300 M\$
Financing Source : DOM - Domestically funded
Contact : L. STRYKER, MELBOURNE
TLX AA30501

LWC PAPER MACHINE

Approximate Value: 200 M\$
Financing Source : DOM - Domestically funded
Contact : L. STRYKER, MELBOURNE
TLX AA30501

APM EXPANSION, MARYVALE

Approximate Value: 160 M\$
Financing Source : DOM - Domestically funded
Contact : L. STRYKER, MELBOURNE
TLX AA30501

Post : MELBOURNE

<u>Start Date</u>	<u>Event Name, Location & Type</u>	<u>Sector/Contact</u>
89/05/14	APPITA FORESTRY CONFERENCE TRADE EXH., BRISBANE, AUSTRALIA INFO BOOTH, WITH GROUP	FOREST PRODUCTS, EQUIP, SERVICES R. PARKER
89/06/00	PC 89 FAIR, NATIONAL STAND	ADVANCED TECH. PROD. & SERV
89/09/00	LUMBER / TIMBER MISSION TO QUE. & B.C. MISSION IN, TO INDUSTRY	FOREST PRODUCTS, EQUIP, SERVICES
89/10/00	AUSTRALIA TIMBER CONGRESS INFO BOOTH, ONLY	FOREST PRODUCTS, EQUIP, SERVICES
89/11/00	GOLDFIELDS MINING EXPO, KALGOORLIE, AUSTRALIA FAIR, NATIONAL STAND	MINE, METAL, MINERAL PROD & SRV

RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: BEIJING

Country: PEOPLE'S REP OF CHINA

1989 WILL BE A YEAR OF CHALLENGE IN ECONOMIC MANAGEMENT FOR THE SENIOR CHINESE LEADERSHIP. CHINA CONTINUES TO BE COMMITTED TO THE RECENTLY ESTABLISHED ECONOMIC REFORMS ALTHOUGH THEY WILL HAVE TO DEAL WITH CLOSING THE GAP BETWEEN INDUSTRIAL PRODUCTION AND ENERGY PRODUCTION AND THE CAPABILITIES OF THE TRANSPORTATION INFRASTRUCTURE. THIS WILL RESULT IN MANY OPPORTUNITIES FOR CANADIAN EXPORTERS SINCE THE CHINESE PRIORITIES WILL BE IN PROJECT IMPLEMENTATION IN THE TRANSPORTATION, ENERGY AND RESOURCE SECTORS. THE MOVE TOWARD DECENTRALIZATION OF SOME ECONOMIC DECISION MAKING WILL CONTINUE, BUT POSSIBLY AT A SLOWER THAN PREVIOUSLY EXPECTED PACE. THE MAIN PREOCCUPATION OF GOVERNMENT AND PARTY ORGANS WILL BE CHECKING INFLATION AND CRACKING DOWN ON CORRUPTION AND ON CUTTING DOWN ON PUBLIC SPENDING ON NON-PRODUCTIVE PROJECTS, SUCH AS ON HOTELS ON MAJOR INITIATIVES THE CENTRAL GOVERNMENT WILL RETAIN AND EXERCISE VETO POWER. CHINA TRADE FIGURES CONTINUE TO BE A POSITIVE FACTOR IN THE STRENGTH OF THE ECONOMY. IN 1987 EXPORTS REACHED A RECORD US \$39.5 BILLION AND THE TRADE DEFICIT WAS REDUCED TO US \$3.9 BILLION DOWN FROM A 1986 DEFICIT OF US \$10 BILLION. AFTER THE FIRST EIGHT MONTHS OF 1988 EXPORTS WERE UP 25% (US \$28.9 BILLION) AND IMPORTS WERE UP 23% (US \$31.4 BILLION) OVER THE SAME PERIOD LAST YEAR. 1988 WILL BE A RECORD YEAR FOR CANADIAN EXPORTS TO CHINA POSSIBLY REACHING \$2.5 BILLION. AT THE END OF JUNE OUR EXPORTS STOOD AT \$1.4 BILLION, EQUALLING OUR TOTAL EXPORTS IN 1987. THE PROGNOSIS FOR TRADE IN 1989 WILL DEPEND UPON THE PRICE OF CRUDE, CHINA'S BIGGEST EXPORT. IF THE LEADERSHIP IS SUCCESSFUL IN CURTAILING NON-ESSENTIAL IMPORTS THAN THE TRADE BALANCE SHOULD BE HEALTHY, BUT WITH DECENTRALIZATION THIS WILL BE A BIG QUESTION MARK. THE FOREIGN EXCHANGE SITUATION HAS IMPROVED SINCE 1987 AND THE LATEST FIGURES INDICATE A RESERVE OF US \$17 BILLION COMPARED TO ABOUT US \$13 BILLION LAST YEAR. NEVERTHELESS, CHINA WILL CONTINUE TO MONITOR THE SITUATION CLOSELY BY ALLOCATING FOREIGN EXCHANGE ONLY TO PRIORITY PROJECTS. INDUSTRIES THAT GENERATE ITS OWN FOREIGN EXCHANGE WILL CONTINUE TO BE ABLE TO EXERCISE A CERTAIN DEGREE OF AUTONOMY IN EXPENDING FOR THEIR IMPORT NEEDS. BARTER AND COUNTERTRADE WILL CONTINUE TO BE A PRIORITY. AFTER TWO YEARS OF DECLINE, THE FIRST SIX MONTHS OF 1988 INDICATE AN INCREASE OF DIRECT FOREIGN INVESTMENT. NEW FOREIGN INVESTMENT OVER THIS PERIOD WAS US \$2.09 BILLION UP 2.4 TIMES OVER THE SAME PERIOD IN 1987. TOTAL NEGOTIATED DIRECT FOREIGN INVESTMENT UP TO JUNE 1988 STOOD AS US \$22.9 BILLION. DESPITE THESE ENCOURAGING FIGURES, POTENTIAL FOREIGN INVESTORS WILL HAVE TO CONTINUE TO SHOW CAUTION IN SELECTING PROJECTS FOR INVESTMENT AND ENSURE THAT THEY ARE IN PRIORITY SECTORS. TOTAL FOREIGN DEBT TO JUNE 1988 WAS US\$ 29.5 BILLION. THIS FIGURE IS COMPARABLE TO THOSE OF 1987 AND INDICATE THAT CHINA IS MANAGING ITS DEBT WELL. THE DEBT SERVICE RATIO IS 10.2%. THE WORLD BANK CONTINUES TO BE ACTIVE AND HAS ANNOUNCED THAT IT WILL COMMIT TO NEW LOANS OF ABOUT US \$2 BILLION PER YEAR FROM 1988-90. THE ASIAN DEVELOPMENT BANK HAS A MODEST PROGRAM IN CHINA.

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: BEIJING

Country: PEOPLE'S REP OF CHINA

CHINA IS COMMITTED TO REJOINING GATT. THIS WILL RESULT IN OTHER GATT MEMBERS MONITORING CHINA'S IMPORT REGIME VERY CLOSELY AND WILL INCREASE PRESSURE IN THE LEADERSHIP TO REMOVE VARIOUS NON-TARIFF BARRIERS AND TO GIVE MORE TARIFF CONCESSIONS. OVER THE LONG TERM THIS SHOULD IMPROVE FOR CHINA'S INDUSTRIAL DEVELOPMENT ARE GOOD NEWS FOR CANADA. ONE MUST RECOGNIZE THAT THE KEY RESULT OF THE PROJECT REVIEW BEING CONDUCTED BY THE CENTRAL GOVERNMENT (DESIGNED TO STEM INFLATIONARY PRESSURES) WILL BE GREATER SELECTIVITY IN THE ADOPTION OF PROJECTS FOR PRIORITY IMPLEMENTATION. NEVERTHELESS, CANADA'S STRENGTHS MATCH CLOSELY WITH CHINA'S SECTORAL PRIORITIES AND THIS COUNTRY WILL CONTINUE TO OFFER GOOD MARKET OPPORTUNITIES FOR OUR EXPORTERS IN TRANSPORTATION AND COMMUNICATIONS, ENERGY (THERMAL, HYDRO, PETROLEUM), AND IN RESOURCE DEVELOPMENT (PARTICULARLY IN PETROCHEMICALS, MINING, PULP AND PAPER). THE EXPORT DEVELOPMENT CORPORATION'S NEW CONCESSIONAL FINANCING FACILITY WILL ASSIST CANADIAN EXPORTERS IN THEIR ENDEAVOURS. IT'S CONDITIONS ARE VERY ATTRACTIVE AND SHOULD BE WELL UTILIZED BY CHINA.

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: BEIJING

Country: PEOPLE'S REP OF CHINA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV
STRONG CANADIAN SECTORAL CAPABILITY WITH ACTIVE PROMOTION/SALES IN PRC
SOLID GOVERNMENT SUPPORT FOR PROMOTIONAL EVENTS. DESIRE TO USE EDC
CONCESSIONAL FINANCING. PRIORITY SECTOR FOR PRC.
2. OIL & GAS EQUIPMENT, SERVICES
STRONG CANADIAN SECTORAL CAPABILITY WITH ACTIVE PROMOTION/SALE IN PRC
SOLID GOVERNMENT SUPPORT (FEDERAL AND ALBERTA). CONDITIONS IN CHINA
VERY SIMILAR TO THOSE IN CANADA. PRIORITY SECTORS FOR PRC.
3. POWER & ENERGY EQUIP. & SERV.
STRONG CANADIAN SECTORAL CAPABILITY WITH ACTIVE PROMOTION/SALE IN PRC
SOLID FEDERAL/PROVINCIAL SUPPORT. LARGE MULTI YEAR PURCHASES. DESIRE
TO USE EDC CONCESSIONAL FINANCING.
4. MINE, METAL, MINERAL PROD & SRV
STRONG SECTORAL CAPABILITY. HIGH DEVELOPMENT PRIORITY FOR BOTH
FERROUS AND NON-FERROUS. SECTOR EARNS FOREIGN EXCHANGE.
5. AGRI & FOOD PRODUCTS & SERVICE
STRONG PRC PREFERENCE TO SOURCE IN CANADA. GOOD MARKETING/PROMOTIONAL
ACTIVITIES. VARIOUS PROTOCOLS IN PLACE.
6. TRANSPORT SYS, EQUIP, COMP, SERV.
UPGRADING AND EXPANSION OF TRANSPORT SYSTEMS IS TOP DEVELOPMENT
PRIORITY. LARGE BUDGETS - ACTIVE WORLD BANK PROGRAM. CONCURRENT AND
COMPLEMENTARY CIDA FOCUS.

The most important current Canadian export sectors to this market are
(based on actual export sales):

1. AGRI & FOOD PRODUCTS & SERVICE	4. MINE, METAL, MINERAL PROD & SRV
2. CHEM PROD & PETROCHEM, EQP, SERV	5. ADVANCED TECH. PROD. & SERV
3. FOREST PRODUCTS, EQUIP, SERVICES	6. POWER & ENERGY EQUIP. & SERV.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1800.00 \$M	2000.00 \$M	2000.00 \$M	2000.00 \$M
Canadian Exports	33.00 \$M	96.00 \$M	109.00 \$M	120.00 \$M
Canadian Share of Market	2.00 %	5.00 %	5.00 %	6.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	25.00 %
EUROPEAN COMMON MARKET C	20.00 %
JAPAN	45.00 %
AUSTRALIA	5.00 %

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

Products/services for which there are good market prospects:

1. POTASH FERTILIZER
2. TOBACCO
3. MINK & FOXES (BREEDING STOCK)
4. SEMEN/EMBRYOS
5. HIDES
6. POULTRY BREEDING STOCK
7. DAIRY & BEEF CATTLE
8. GRAIN/SEED CLEANING EQUIPMENT
9. VEG. OIL REFINING EQUIPMENT
10. SEEDS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Post : PEKING

<u>Start Date</u>	<u>Event Name, Location & Type</u>	<u>Sector/Contact</u>
89/06/00	EP CHINA '89 - NO. 1 ENERGY SHOW FAIR, NATIONAL STAND	POWER & ENERGY EQUIP & SERV.
89/11/00	OIL AND GAS 89 CHINA INFO BOOTH, WITH GROUP	OIL & GAS EQUIPMENT, SERVICES
89/11/09	CHINA PAPER '89, BEIJING INFO BOOTH, WITH GROUP	FOREST PRODUCTS, EQUIP, SERVICES R. GRISON

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- LIMITATIONS ON FOREX
- SPENDING
- THE LIMIT. ON FOREX SPEND. AS WELL
- AS THE INITIAL HIGH MKT DEVELOPMENT

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FEDERAL JOINT AGRICULTURE COMMITTEE PROGRAMME 1988-89
Expected Results: INCREASE AWARENESS ABOUT CON PRODUCTS/TECHNOLOGY & PROMOTE SCIENTIFIC EXCHANGE.

Activity: PROV BILATERAL PROG (ONT, ALB, SASK, & B.C.)
Expected Results: INCREASE MKT SHARE. ALSO CREATE NEW MKT OPPORTUNITIES.

Activity: NEGOTIATION OF PLANT QUARANTINE PROTOCOL.
Expected Results: PREPARE FOR COMMERCIAL TRADE IN PLANT SEEDS INCL. POTATIES.

Activity: NEGOTIATION ON FOX QUARANTINE PROTOCOL.
Expected Results: PREPARE FOR COMMERCIAL SHIPMENTS OF LIVE FOX.

For the next fiscal year, the mission is planning to undertake the following new export support initiatives in this sector/sub-sector:

Activity: STUDY RURAL CHINA MKT FOR CON PROD INCLUDING AGRI PROD & SERV.
Expected Results: IDENTIFY RANGE OF PROD WHICH COULD BE PROMOTED IN THE RURAL SECTOR.

Activity: ASSESSMENT OF MKT FOR VEG. OIL PROCESSING (REFINING)
Expected Results: IDENTIFICATION OF EXPORT OPPORTUNITIES FOR REFINING PLANTS.

Activity: INVESTIGATE POTENTIAL FOR GRAIN/SEED CLEANING, MEAT PKG & SEED
Expected Results: IDENTIFICATION OF EXPORT OPPORTUNITIES FOR AGRI EQUIPMENT.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

UNDP RANG LAND DEVELOPMENT PROJ Approximate Value: 30 M\$
Financing Source : UNDP - UN Development Program
Contact : M. ABOU-GUENDIA

XINJIANG AGRI DEVELOPMENT PROJ Approximate Value: 84 M\$
Financing Source : IBRD - World Bank
Contact : M. ABOU-GUENDIA

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : GRAINS AND OILSEEDS

Sub-Sector: OILSEEDS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	2200.00 \$M	2500.00 \$M	1800.00 \$M
Canadian Exports	397.00 \$M	728.00 \$M	1110.00 \$M	850.00 \$M
Canadian Share of Market	0.00 %	35.00 %	45.00 %	48.50 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	0.00 %
AUSTRALIA	0.00 %
ARGENTINA	0.00 %
EUROPEAN COMMON MARKET C	0.00 %
MALAYSIA	0.00 %

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

Products/services for which there are good market prospects:

1. WHEAT
2. MALTING BARLEY
3. VEG OILS [SOYBEAN & CANOLA]

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- CHINA CONSIDERS CAN A PREFERRED
- SUPP FOR WHEAT&MALT BARLEY. CAN IS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ONGOING CDN INTERNATIONAL GRAINS INST. COURSES FOR CHINESE
Expected Results: MAINTAIN & POSSIBLE INCREASE MKT SHARE. ALSO ENHANCE AWARE-
-NESS OF VALUE OF CDN WHEAT & BARLEY.

Activity: JOINT AGRI COMMITTEE. [GRAIN STUDY PROJECT]
Expected Results: INCREASE AWARENESS ABOUT CDN GRAIN MKT SYSTEM & FUTHER
ENHANCE RELATIONS WITH MIN OF COMMERCE.

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	100.00 \$M	100.00 \$M	100.00 \$M	100.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	5.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	5.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 3-5 \$M

Major Competing Countries Market Share

UNION OF SOVIET SOC REP	0.00 %
ITALY	0.00 %
FRANCE	0.00 %
UNITED KINGDOM	0.00 %
UNION OF SOVIET SOC REP	0.00 %

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

Products/services for which there are good market prospects:

1. MARINE MECHANICAL & ELECTRONIC SYSTEMS
2. AIRCRAFT SUB-SYSTEMS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Competitive pricing
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- Performance of local agent or representative
- REVERSE ENGINEERING
- LACK OF PARTICIPATION IN FAIRS
- LACK OF FOLLOW-UP ACTIVITIES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: CHINESE MILITARY MISSION TO CAN, 1ST QUARTER 89
Expected Results: BETTER INFORMATION ON CDN CAPABILITIES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INTERDEPARTMENTAL EXERCISE TO FOCUS ON TRUE REQUIREMENTS
Expected Results: SECTORS OF POTENTIAL

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	450.00 \$M	675.00 \$M	1000.00 \$M	1100.00 \$M
Canadian Exports	11.40 \$M	15.00 \$M	10.00 \$M	75.00 \$M
Canadian Share of Market	2.50 %	2.00 %	1.00 %	6.80 %

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

Major Competing Countries	Market Share
PEOPLE'S REP OF CHINA	16.00 %
JAPAN	50.00 %
SWEDEN	14.00 %
FRANCE	6.00 %
GERMANY WEST	4.00 %

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

Products/services for which there are good market prospects:

1. CENTRAL OFFICE SWITCHES
2. TELECOMMUNICATION CABLES
3. SATELLITE GROUND STATIONS
4. MOBILE TELECOMMUNICATION SYSTEMS
5. SPECTRUM MANAGEMENT
6. MICROWAVE TRANSMITTERS

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Lack of promotion and advertising
- ECONOMIC DECENTRALIZATION HAS
- CREATED NEW DECISION MAKERS WHO

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INCREASED CALLS ON PRIVATE NETWORKS OPERATORS
Expected Results: ADDITIONAL OPPORTUNITIES

Activity: TECHNICAL DEMONSTRATIONS OF CDN EQUIPMENT
Expected Results: INCREASED KNOWLEDGE OF CDN CAPABILITIES IN PERIPHERAL REGION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	110.00 \$M	200.00 \$M	200.00 \$M	200.00 \$M
Canadian Exports	6.00 \$M	2.50 \$M	4.00 \$M	4.00 \$M
Canadian Share of Market	5.50 %	1.30 %	2.00 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries Market Share

JAPAN	0.00 %
UNITED STATES OF AMERICA	0.00 %
FRANCE	0.00 %
GERMANY WEST	0.00 %

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

Products/services for which there are good market prospects:

1. INDUSTRIAL SOFTWARE
2. CDC COMPUTERS

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
- Trade Fair activity
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- LACK OF PROTECTION OF INTELLECTUAL
- PROPERTY.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONT MONITOR SELECT PROCESS FOR TELETEx/VIDEO STANDARD IN CH
Expected Results: ADOPTION OF CDN DEVELOPED NAPLPS/NABTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MATCH EXERCISE BETWEEN CDN CAPABILITIES & MKT
Expected Results: INCREASED SOFTWARE SALES

Activity: PROMOTING CDN SOFTWARE AT INDUSTRY SPECIFIC FAIRS
Expected Results: INCREASED SOFTWARE SALES

Activity: MATCH CDN SOFTWARE SUPP WITH COMPUTER MGF REPRESENT IN PRC
Expected Results: INCREASED SOFTWARE SALES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: HYDRO

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	500.00 \$M	600.00 \$M	700.00 \$M	1000.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	5.00 \$M	115.00 \$M
Canadian Share of Market	0.00 %	0.00 %	17.00 %	11.50 %

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

Major Competing Countries	Market Share
PEOPLE'S REP OF CHINA	0.00 %
UNION OF SOVIET SOC REP	0.00 %

Products/services for which there are good market prospects:

1. TURBINES
2. GENERATORS
3. ELECT. SUBSTATIONS

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- ALLOCATION TO DOMEST
- -IC SUPPLY (NO FOREX)

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PROM. PUBLICITY AT TIME OF PRESENT THREE GORGES FEAS.
Expected Results: INVITATION TO BID ON ENG. & PRODUCTS FOR HYDRO PROJECTS

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

THREE GORGES

Approximate Value: 500 M\$
Financing Source : EDC - Export Dev Corporation
Contact : D. HORLEY

LONG TAN

Approximate Value: 250 M\$
Financing Source : EDC - Export Dev Corporation
Contact : D. HORLEY

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: THERMAL

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	500.00 \$M	500.00 \$M	500.00 \$M	500.00 \$M
Canadian Exports	70.00 \$M	50.00 \$M	45.00 \$M	100.00 \$M
Canadian Share of Market	14.00 %	10.00 %	9.00 %	20.00 %

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

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	0.00 %
UNITED KINGDOM	0.00 %
JAPAN	0.00 %
GERMANY WEST	0.00 %

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

Products/services for which there are good market prospects:

1. BOILERS
2. BALANCE OF PLANT
3. [NOT T/G]

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- ALLOCATION TO DOMEST
- -IC SUPPLY [NO FOREX]

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

POWER PLANT FOR SHANXI AT
COMPLEX

Approximate Value: 0 M\$
Financing Source :
Contact :

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: TRANSMISSION

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	0.00 \$M	0.00 \$M	80.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	5.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	6.30 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA

0.00 %

Current Status of Canadian

exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. TRANSMISSION TOWERS

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Lack of promotion and advertising
- Market prospects have not been adequately explored
- FAILURE TO ALLOCATE
- FOREX

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SUPPORT FOR MARKET PROMOTION BY KEY TOWER MANUFACTURER

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	5200.00 \$M	3250.00 \$M	4500.00 \$M	5000.00 \$M
Canadian Exports	165.00 \$M	62.50 \$M	75.00 \$M	75.00 \$M
Canadian Share of Market	3.20 %	1.90 %	1.70 %	1.50 %

Cumulative 3 year export potential for
CON products in this sector/subsector: 100+ \$M

Major Competing Countries

Market Share

JAPAN	33.00 %
UNITED STATES OF AMERICA	22.00 %
UNION OF SOVIET SUC REP	8.00 %
GERMANY WEST	6.00 %

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

Products/services for which there are good market prospects:

1. AIRCRAFT
2. AIRCRAFT ENGINES
3. AIR TRAFFIC CONTROL EQUIPMENT
4. RAILWAY-COMMUNICATIONS EQUIPMENT
5. VESSEL TRAFFIC MANAGEMENT SYSTEM
6. RAILWAY TRACKS
7. HARBUOR HANDLING EQUIPMENT
8. URBIN TRANSIT EQUIPMENT
9. FLIGHT SIMULATORS
10. ROAD PROJECTS
11. AUTOMOTIVE EQUIPMENT
12. RAILWAY LOCOMOTIVES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP ON OPPORT. TO SELL COMMUTER AIRCRAFT TO REG. CARR
Expected Results: INCREASED SALES IN 1989 OF COMMUTER AIRCRAFT & WATER BOMBERS

Activity: FOLLOW UP ON PROSPECTS FOR SALES OF RAIL TRACK
Expected Results: SALE OF TRACK WITHIN WORLD BANK PROJECTS

Activity: INVESTIGATE AUTO JOINT VENTURE PROJECTS
Expected Results: MOU FOR POTENTIAL JOINT VENTURE

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: UNDERTAKE A SECTOR REVIEW
Expected Results: LISTING OF OPPORTUNITIES FOR CDN EXPORTERS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

BEIJING SUBWAY EXTENSION

Approximate Value: 260 M\$
Financing Source : EDC - Export Dev Corporation
Contact : R. COLLETTE

200 LOCOMOTIVES-SINOPEC

Approximate Value: 150 M\$
Financing Source : EDC - Export Dev Corporation
Contact : R. COLLETTE

RAILWAYS PROJECTS

Approximate Value: 400 M\$
Financing Source : IBRD - World Bank
Contact : R. COLLETTE

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : FOREST PRODUCTS,EQUIP,SERVICES

Suo-Sector: WOOD AND WOOD PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	900.00 \$M	1154.00 \$M	1800.00 \$M	2000.00 \$M
Canadian Exports	32.00 \$M	28.00 \$M	60.00 \$M	60.00 \$M
Canadian Share of Market	3.60 %	2.40 %	3.30 %	3.00 %

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

Major Competing Countries

Market Share

UNION OF SOVIET SOC REP	40.00 %
INDONESIA	30.00 %
UNITED STATES OF AMERICA	20.00 %

Products/services for which there are good market prospects:

1. LOGS
2. LUMBER

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- PEMD support
- Provincial export promotion
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Bilateral economic trade agreement

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- SHORT OF FOREIGN EXC
- & STRONG CHINESE

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ESTABLISHMENT OF WOOD PRODUCTS WORKING GROUP
Expected Results: INCREASE CHINESE KNOWLEDGE OF POTENTIAL USES OF CAN LUMBER & DEVELOP BETTER UNDERSTANDING OF THEIR REQUIREMENTS.

Activity: SUPPORT COFI BEIJING DEMONSTRATION PROJECT
Expected Results: REACH DECISION MAKERS TO INFLUENCE THEIR ACCEPTANCE OF CAN LUMBER IN CONSTRUCTION

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INCOMING WOOD MFG MISSION
Expected Results: ILLUSTRATE REMANUFACTURING TECHNIQUES WITH VIEW TO INCREASING SALES OF LOWER GRADES OF LUMBER

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : FOREST PRODUCTS,EQUIP,SERVICES

Sub-Sector: PULP AND PAPER PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	220.00 \$M	316.00 \$M	450.00 \$M	600.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	30.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	5.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 0-1 \$M

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. PULP & PAPER EQUIPMENT
2. CONSULTING SERVICES TO MULTILATERAL BANK FUND PROJ

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Unsuitable product
- Market prospects have not been adequately explored
- LACK OF FOREIGN EXCH
- -ANGE FOR PURCHASES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SUPPORT CDN COMP. PURSUING EDC LISTED PULP&PAPER PROJECTS
Expected Results: SALE OF CDN PULP & PAPER EQUIPMENT

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: REPORT ON PULP & PAPER EQUIPMENT REQUIREMENTS
Expected Results: DETERMINE REALISTIC MKT OPPORTUNITIES FOR CDN EQUIPMENT SUPPLIERS

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

HEXIAN PULP & PAPER MILL	Approximate Value: 180 M\$ Financing Source : ASDB - Asian Development Bank Contact : A. WHETHAM, EMBASSY
HEILONGJIANG FOREST FIRE REHAB PROJECT	Approximate Value: 60 M\$ Financing Source : IBRD - World Bank Contact : A. WHETHAM, EMBASSY
FORESTRY SECTOR PROJECT	Approximate Value: 180 M\$ Financing Source : IBRD - World Bank Contact : A. WHETHAM, EMBASSY
SINO SOVIET PULP MILL PROJECT	Approximate Value: 0 M\$ Financing Source : OTHER Contact : W. WHETHAM, EMBASSY

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : MINE,METAL,MINERAL PROD & SRV

Sub-Sector: MINERALS AND MINERAL PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	10000.00 \$M	9400.00 \$M	9000.00 \$M	9000.00 \$M
Canadian Exports	180.00 \$M	147.00 \$M	150.00 \$M	200.00 \$M
Canadian Share of Market	1.80 %	1.60 %	1.60 %	2.20 %

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

Major Competing Countries	Market Share
JAPAN	35.40 %
UNION OF SOVIET SOC REP	9.60 %
GERMANY WEST	6.50 %
UNITED STATES OF AMERICA	5.40 %
AUSTRALIA	4.80 %
BRAZIL	3.40 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. POTASH
2. COPPER
3. ZINC
4. ALUMINUM
5. SPECIALTY STEEL
6. NICKEL

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- OTHER [SPECIFY], PRC PREFERS SPOT
- MKT TO LONG TERM CONTRACTS THEREFO

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP TO RECENTLY COMPLETE FIELD STUDY ON NON FERROUS IN

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

PRC IS INTERESTED IN INVESTING	Approximate Value:	0 M\$
IN CON COPPER MINES	Financing Source :	
	Contact :	POST

PRC IS INTERESTED IN IMPORTING	Approximate Value:	0 M\$
MORE COPPER CONCENTRATES	Financing Source :	
	Contact :	POST

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

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	1500.00 \$M	2000.00 \$M	2500.00 \$M	3000.00 \$M
Canadian Exports	126.00 \$M	12.00 \$M	100.00 \$M	250.00 \$M
Canadian Share of Market	8.40 %	0.60 %	4.00 %	8.30 %

Major Competing Countries

Market Share

JAPAN	0.00 %
UNITED STATES OF AMERICA	0.00 %
GERMANY WEST	0.00 %
UNITED KINGDOM	0.00 %
AUSTRIA	0.00 %
ITALY	0.00 %

Current Status of Canadian

exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. SMELTER & REFINERY EXPANSION & MODERATION EQUIP.
2. MINING EQUIP.
3. SMELTER & REFINERY EXPANSION & MODERAT. TECH/SERV.
4. MINING ENGINEERING SERVICES
5. DOWN STREAM FABRICATION EQUIP & TECHNOLOGY
6. GEOPHYSICAL EQUIP

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- PEMD support
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Limited Canadian capabilities
- Market prospects have not been adequately explored
- LACK OF PRC FAMILIARITY WITH CDN
- EQUIP TECH,HIGH TRANSPORT COST,NO

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP TO RECENTLY COMPLETED MKT SURVEY ON NON-FERROUS IN
Expected Results: MORE CDN INVOLVMENT IN PROJECT OPPORTUNITIES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: MINING MISSION

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

SEVERAL PROJECTS DESCRIBED IN	Approximate Value:	0 M\$
MKT SURVEY TO BE DISTRIBUTE	Financing Source :	
	Contact :	

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	900.00 \$M	900.00 \$M	900.00 \$M	900.00 \$M
Canadian Exports	125.00 \$M	30.00 \$M	40.00 \$M	80.00 \$M
Canadian Share of Market	13.90 %	3.30 %	4.40 %	8.90 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	0.00 %
JAPAN	0.00 %
UNITED KINGDOM	0.00 %
FRANCE	0.00 %
BRAZIL	0.00 %

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

Products/services for which there are good market prospects:

1. HEAVY OIL PRODUCTION EQUIP
2. SPECIALIZED DRILLERS EQUIP
3. NATURAL GAS PRODUCTION EQUIP
4. NATURAL GAS PROCESSING EQUIP
5. OIL & GAS ENGINEERING SERVICES
6. RESEVOIR ENGINEERING
7. PIPELINE ENGINEERING
8. COLD WEATHER & OFFSHORE EQUIP & SERVICES

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
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Market prospects have not been adequately explored
- LONG TERM MKT STRAT & DEVELOP OF
- PERSONAL CONTACTS TOO RARE

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONT MKT EFFORTS TO ZHANGYUAN & SHENGLI OILFIELDS
Expected Results: INVOLVMENT OF CDN COMP IN STUDIES & SUPPLY OF EQUIP & SERVICES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ALB PETROLIUM TRAIN CENTRE-HELP PROMOTE USAGE THEREOF
Expected Results: MORE CDN PETROLIUM PROFILE IN PRC

Activity: FOLLOW UP ON CIDA TCP STUDIES
Expected Results: CDN INVOLVEMENT IN PROJECTS IMPLEMENTATION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Sector : CHEM PROD & PETROCHEM,EQP,SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1600.00 \$M	1800.00 \$M	2000.00 \$M	2000.00 \$M
Canadian Exports	75.00 \$M	150.00 \$M	200.00 \$M	300.00 \$M
Canadian Share of Market	4.70 %	8.30 %	10.00 %	15.00 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	0.00 %
JAPAN	0.00 %
GERMANY WEST	0.00 %
ITALY	0.00 %
OTHER COUNTRIES	0.00 %

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

Products/services for which there are good market prospects:

1. POLYETHYLENE RESINS
2. POTASSIUM CHLORIDE (MINMATE)
3. PETROCHEMICAL PLANT EQUIP
4. PETROCHEMICAL PLANT ENGINEERING SERVICES
5. OTHER PETROCHEMICAL PRODUCTS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BEIJING

Market: PEOPLE'S REP OF CHINA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MKT ANALYSIS TO IDENTIFY PROJECTS OPPORTUNITIES
Expected Results: BETTER CON AWARENESS OF PROJECT OPPORTUNITIES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MKT REPORT OF PETROCHEMICAL INDUSTRY
Expected Results: BETTER AWARENESS OF OPPORTUNITIES

RPTBL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: SHANGHAI

Country: PEOPLE'S REP OF CHINA

SHANGHAI AND THE NEIGHBOURING ECONOMIC REGION PERFORMED WELL OVER THE FIRST NINE MONTHS OF 1988. SHANGHAI'S INDUSTRIAL PRODUCTION WAS UP 8.3% OVER THE SAME PERIOD LAST YEAR, WHILE EXPORTS WERE AN IMPRESSIVE 12.85% HIGHER. SHANGHAI LED OTHER MAJOR INDUSTRIAL CITIES BY A WIDE MARGIN AND ITS INDUSTRIAL OUTPUT ACCOUNTED FOR 8.9% OF TOTAL OUTPUT OF THE COUNTRY. IN TERMS OF THE COMBINED OUTPUT OF ALL PROVINCES AND MUNICIPALITIES IN CHINA, JIANGSU RANKS FIRST AND SHANGHAI THIRD. IN THE PERIOD FROM JANUARY TO AUGUST 1988, JIANGSU INDUSTRIAL OUTPUT REACHED US \$24.7 92.3 BILLION, AN INCREASE OF 21.8%. EXPORTS WERE US \$2.18 BN OR 9% HIGHER THAN LAST YEAR. ZHEJIANG INDUSTRIAL OUTPUT WAS US \$12.5 BN, 18.3% OVER LAST YEAR. EXPORTS WERE US \$0.9 BN, 14% HIGHER THAN LAST YEAR. SENIOR CHINESE LEADERS HAVE STRESSED THAT THE RECENTLY INTRODUCED MEASURES RESTRUCTURING TO CURB INFLATION WILL BE LIMITED TO NON PRODUCTIVE CAPITAL CONSTRUCTION AND DUPLICATING PROJECTS AND WILL NOT AFFECT THE FUNDAMENTAL POLICY OF ECONOMIC AND TECHNICAL COOPERATION WITH THE OUTSIDE WORLD.

2. THE REGIONAL INVESTMENT CLIMATE CONTINUES TO IMPROVE STEADILY. SHANGHAI HAS SET UP A NEW "ONE CHOP ONE STOP" AGENCY, THE SHANGHAI FOREIGN INVESTMENT WORKING COMMISSION, AND ZHEJIANG ALSO SET UP A SIMILAR AGENCY TO SIMPLIFY THE PROCEDURES FOR FOREIGN INVESTORS AND INCREASE THE WORKING EFFICIENCY OF PROJECT APPROVAL. UP TO THE END OF AUGUST THIS YEAR, FOREIGN INVESTMENT REACHED US \$ 487 MIO, A 2% INCREASE OVER THE SAME PERIOD LAST YEAR. A TOTAL OF 182 PROJECTS WERE APPROVED DURING THIS PERIOD.

3. THERE HAVE BEEN SIGNIFICANT DEVELOPMENTS IN TERMS OF SHANGHAI'S MAJOR INFRASTRUCTURE PROJECTS. THE METRO PROJECT AND THE HUANGPU RIVER BRIDGE WILL START CONSTRUCTION WORK BY THE END OF THIS YEAR, THE CONSTRUCTION OF THE WORLD BANK FINANCED SEWERAGE PROJECT HAS ALREADY COMMENCED. THE TELEPHONE SYSTEM EXPANSION IS ALSO IN PROGRESS.

4. IN THE FINANCIAL SECTOR A MAJOR DEVELOPMENT WAS THE CREATION OF SHANGHAI JIUSHI COMPANY, AN INDEPENDENT UNIT WHICH REPORTS DIRECTLY TO THE MUNICIPAL PLANNING COMMISSION AND IS AUTHORIZED TO RAISE ON ITS OWN FUNDS DIRECTLY FROM ABROAD FOR THE PURPOSE OF STRENGTHENING CITY INFRASTRUCTURE CONSTRUCTION AND ACCELERATING TECHNICAL RENOVATION OF INDUSTRIES AND INCREASING THEIR CAPABILITY FOR EXPORTS AND FOREIGN EXCHANGE EARNINGS. IN ADDITION, THE MINISTRY OF FINANCE ALLOCATED US \$200 M IN WORLD BANK FUNDS EACH TO SHANGHAI AND JIANGSU FOR THE NEXT THREE YEARS TO FINANCE PROJECT PACKAGES INCLUDING INFRASTRUCTURE AND INDUSTRIAL RENEWAL. FINALLY COMPETITIVE EXPORT ORIENTED ENTERPRISES AND THOSE WHOSE PRODUCTS ARE CONSIDERED IMPORT-SUBSTITUTION CAN OBTAIN ACCESS TO FOREIGN FUNDS MADE AVAILABLE BY CONCESSIONAL LOANS FROM A NUMBER OF COUNTRIES. AS A RESULT OF THE RENEWAL OF THE EDC LINE OF CREDIT CANADIAN SUPPLIERS WILL REMAIN COMPETITIVE IN ITS MARKET.

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: SHANGHAI

Country: PEOPLE'S REP OF CHINA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV

THIS SECTOR WILL ABSORB GREATEST PROPORTION OF HUMAN AND FINANCIAL RESOURCES OF GREAT POTENTIAL IN COMMUNICATIONS AND ELECTRONICS AND NUMBER OF CANADIAN SUPPLIERS PURSUING CONTRACTS IN TELECOM DEV - TELEPHONE SYSTEM UPGRADING & SATELLITE, EARTH STATIONS & RENEWAL OF AGING ELECTRONICS INDUSTRIAL BASE.

2. CONSTRUCTION INDUSTRY

URBAN RENEWAL AND CITY INFRASTRUCTURE ARE INDISPENSABLE FOR ECONOMIC GROWTH. CHINA AND WORLD BANK HAVE MADE FINANCING AVAILABLE. FOLLOW UP TO SUCCESSFUL 15 COMPANY CITY TECH MISSION WILL ABSORB MUCH OF OUR RESOURCES.

3. CHEM PROD & PETROCHEM, EQP, SERV

WE EXPECT FOCUSED MISSION IN THIS SECTOR WILL GENERATE DEMANDS FROM PRIVATE SECTOR SUPPLIERS AS THEY PURSUE OPPORTUNITIES IDENTIFIED BY MISSION.

4. TRANSPORT SYS, EQUIP, COMP, SERV.

VESSEL TRAFFIC MANAGEMENT SYSTEM PROJECT WILL ENTER CRITICAL PHASE LEADING TO CONTRACT AND WILL REQUIRE MORE ATTENTION. AIRPORT EXPANSION AND AIRLINES EQUIPMENT PURCHASES WILL NEED MORE MONITORING TO IDENTIFY OPTIMUM MARKETING EFFORTS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. GRAINS AND OILSEEDS

2. CHEM PROD & PETROCHEM, EQP, SERV

3. FOREST PRODUCTS, EQUIP, SERVICES

4. MINE, METAL, MINERAL PROD & SRV

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SHANGHAI

Market: PEOPLE'S REP OF CHINA

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	50.00 \$M	40.00 \$M	30.00 \$M
Canadian Exports	0.00 \$M	1.50 \$M	0.80 \$M	2.00 \$M
Canadian Share of Market	0.00 %	3.00 %	2.00 %	6.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries	Market Share
PEOPLE'S REP OF CHINA	40.00 %
JAPAN	30.00 %
GERMANY WEST	20.00 %
ITALY	10.00 %

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

Products/services for which there are good market prospects:

1. TELEPHONE SWITCHING SYSTEMS
2. EARTH STATIONS
3. MICROWAVE SYSTEMS
4. NETWORK MANAGEMENT CENTRE

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SHANGHAI

Market: PEOPLE'S REP OF CHINA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive quotas
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: THOROUGH SECTORAL SURVEY TO PROVIDE MARKET DATA
Expected Results: DETAILED INFO TO BE PROVIDED BY COMMISSIONED REGIONAL MARKET STUDY.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INCREAS.REPRES.TO PTA.& OTHER LOCAL END USERS ON BEH.OF CDN
Expected Results: INCREASE OUR MARKET SHARE

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SHANGHAI

Market: PEOPLE'S REP OF CHINA

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	0.00 \$M	0.00 \$M	100.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

Major Competing Countries

Market Share

NETHERLANDS	0.00 %
UNITED STATES OF AMERICA	0.00 %
JAPAN	0.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. AIRPORT EQUIPMENT
2. VESSEL TRAFFIC MANAGEMENT
3. REGIONAL AIRLINES AIRCRAFT

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive quotas
- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SHANGHAI

Market: PEOPLE'S REP OF CHINA

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INCREASED REPRESENTATION TO REGIONAL AIRLINES

Expected Results: ADDITIONAL SALES OF AIRCRAFT

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TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SHANGHAI

Market: PEOPLE'S REP OF CHINA

Sector : CHEM PROD & PETROCHEM,EQP,SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	0.00 \$M	0.00 \$M	630.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries	Market Share
JAPAN	0.00 %
UNITED STATES OF AMERICA	0.00 %
GERMANY WEST	0.00 %
ITALY	0.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. ETHYLENE PLANT EQPT US\$100M
2. POLYETHYLENE RESINS
3. PETROCHEMICAL PLANT EQPT
4. PETRO (NEEDLE) COKE US\$100M
5. ACRYLINE US\$430M

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SHANGHAI

Market: PEOPLE'S REP OF CHINA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive quotas
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FOCUSED SECTORAL MISSION

Expected Results: CANADIAN PARTICIPATION IN MAJOR PROJECTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTDR/SUB-SECTOR HIGHLIGHTS

Mission: SHANGHAI

Market: PEOPLE'S REP OF CHINA

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: ARCHITECT, CONSTRUCT SERVICES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2.00 \$M	2.00 \$M	40.00 \$M	80.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	3.50 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	4.30 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries	Market Share
JAPAN	0.00 %
GERMANY WEST	0.00 %
UNITED STATES OF AMERICA	0.00 %
UNITED KINGDOM	0.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. CONSTRUCTION EQUIPMENT/PUBLIC UTILITIES
2. WATER TREATMENT
3. ENVIRONMENTAL CONTROL
4. WASTE WATER MANAGEMENT SEWAGE TREATMENT
5. HARDENED PIPES
6. INTERNAL CLEANING PIPES
7. CONSULTING
8. HOLLOW CORE EXTRUSION PROCESS

Factors contributing to current successful Canadian exports:

- CIDA programs
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SHANGHAI

Market: PEOPLE'S REP OF CHINA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive quotas
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP TO CITY TECH 88

Expected Results: NUMBER OF COOPERATIVE VENTURES SHOULD EMERGE

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SYSTEMATIC FOLLOW UP WITH END USERS

Expected Results: JOINT VENTURES/TECHNICAL TRANSFER AGREEMENTS

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: SHANGHAI

Country: PEOPLE'S REP OF CHINA

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (Including portfolio flows if a primary focus)

	Total (\$ Million)	Canadian Share	Major Competitor Share
Current year	5.00	5.00	20.00
One year ago	10.00	10.00	20.00
Two years ago	10.00	0.00	20.00

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

1 MILLION

Canada's major competitors for investment from this territory/country are:

- U.S.A.
- HONG KONG
- AUSTRALIA
- WEST GERMANY
- MIDDLE EAST
- SINGAPORE

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- THERE IS A LITTLE SYSTEMATIC ACTIVITIES UNDERTAKEN BY CDA'S COMPETITORS AS CHINESE INVESTMENT PROGRAM IS OPPORTUNISTIC & UNFOCUSED. ONE MAJOR CHARACTERISTIC OF CHINESE INVESTMENT ACTIVITIES IS THEIR SEARCH FOR STABLE SOURCES OF RAW MATERIALS(PULP PAPER/MINERALS) CDA SHOULD DO WELL IN SECTOR.

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RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: TOKYO

Country: JAPAN

CANADIAN EXPORTS TO JAPAN IN 1988 ARE BOOMING. LED BY SALES OF SUCH TRADITIONAL PRODUCTS AS WOODPULP, FOOD, COAL, LUMBER AND GOLD, SALES ARE EXPECTED TO INCREASE BY MORE THAN 32% OVER THE PREVIOUS YEAR, REACHING IN EXCESS OF CDN \$8 BILLION. FOR THE FIRST TIME IN FIVE YEARS, CANADA MAY ENJOY A TRADE SURPLUS WITH JAPAN IN 1988. FOR THE FIRST TIME EVER, OUR EXPORTS TO JAPAN MAY, BY THE END OF THE YEAR, EXCEED OUR EXPORTS TO THE ENTIRE EC. REVALUATION OF THE YEN COMBINED WITH GOVERNMENT POLICIES TO STIMULATE GREATER DOMESTIC DEMAND HAVE HAD AN IMMEDIATE, PROFOUND AND, LASTING EFFECT ON THE JAPANESE ECONOMY. OPPORTUNITIES ARE OPENING UP FOR CANADIAN INDUSTRY AT AN UNPRECEDENTED PACE. MORE THAN MOST COUNTRIES, CANADA HAS BEEN A BENEFICIARY OF THIS FUNDAMENTAL SHIFT IN JAPAN'S ECONOMY. FOR EXAMPLE, DURING THE FIRST NINE MONTHS OF 1988, THE RISE IN IMPORTS OF CANADIAN PRODUCTS HAS EASILY OUTPACED THOSE FROM THE UNITED STATES BY 47.5% TO 36.6%. OVER THE SAME PERIOD, IMPORTS FROM THE EC HAVE RISEN BY A SIMILARLY LESS DRAMATIC 42.5%. ALL CANADIAN EXPORT SECTORS ARE BEING POSITIVELY AFFECTED BY THE STRONG JAPANESE IMPORT DRIVE, WITH PARTICULARLY PROMISING OPPORTUNITIES FOR CANADIAN EXPORTERS EMERGING IN SUCH HIGHLY DESIRABLE VALUE-ADDED EXPORT SECTORS AS: PROCESSED FOOD AND BEVERAGES, FISHERY, ADVANCED TECHNOLOGY, TRANSPORTATION SYSTEMS, AND SEMI-FINISHED AND FINISHED BUILDING MATERIALS. COUPLED WITH SURGING CANADIAN EXPORTS TO JAPAN IS THE STRONG INTEREST BEING DISPLAYED BY JAPANESE IN CANADA, BOTH IN TERMS OF INVESTMENT AND TOURISM. JAPANESE DIRECT INVESTMENT IN CANADA THIS FISCAL YEAR IS EXPECTED TO TOTAL CDN\$1.5 BILLION, MORE THAN DOUBLING LAST YEAR'S CDN\$653 MILLION. ON THE TOURISM SIDE, JAPAN IS CANADA'S SECOND LARGEST SOURCE OF OVERSEAS VISITORS WITH 400,000 ARRIVALS FORECAST FOR 1988 AND A FURTHER 550,000 IN 1990. AN ASSET OF INCALCULABLE IMPORTANCE TO CANADIAN EXPORTERS WILL BECOME AVAILABLE WITH THE COMPLETION OF THE NEW TOKYO CHANCERY IN 1991. THIS BUILDING WILL HOUSE HERETOFORE UNAVAILABLE FACILITIES AND SUPPORT SYSTEMS OF THE HIGHEST QUALITY, DESIGNED SPECIFICALLY FOR THE PROMOTION AND ADVANTAGEOUS DISPLAY OF CANADIAN PRODUCTS AND SERVICES. PLANNING IS CURRENTLY UNDERWAY TO ASSIST CANADIAN COMPANIES IN MAKING MAXIMUM AND EFFECTIVE USE OF THIS CHANCERY.

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: TOKYO

Country: JAPAN

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. AGRI & FOOD PRODUCTS & SERVICE
JAPANESE AGRI. SECTOR HAS WITNESSED SIGNIFICANT LIBERALIZATION MEASURES IN IMPORTANT SECTORS-BEEF, & 12 AGRI. IR'S. PROTECTIONIST MEASURES ON RAW MATERIALS HAVE ALSO CREATED OPPORTUNITIES FOR VALUE ADDED PROCESSED PRODUCTS.
2. ADVANCED TECH. PROD. & SERV
HIGH YEN AND GOVERNMENT IMPORT PROMOTION POLICIES HAVE LED TO NEW OPPORTUNITIES FOR DIGITAL PABX EQUIPMENT FOR OFFICE EXCHANGES, DATA TRANSMISSION EQUIPMENT, VALUE-ADDED NETWORK PRODUCTS, INFORMATICS AND SPECIALTY SOFTWARE PRODUCTS.
3. FISHERIES,SEA PRODUCTS & SERV.
DECLINING JAPANESE OVERSEAS CATCHES DUE TO IMPOSITION OF 200 MILE LIMIT, STRONG DEMAND FOR HIGH QUALITY MARINE PRODUCTS AND THE GOOD SUPPLY POSITION OF CANADIAN INDUSTRY HAVE LED TO STRONG DEMAND FOR CANADIAN PRODUCTS.
4. TRANSPORT SYS,EQUIP,COMP,SERV.
MARKET FOR CDN AEROSPACE EQPT CONTINUES TO EXPAND PARTICULARLY FOR HELICOPTERS, SMALL JET AND TURBOPROP AIRCRAFT, AERO ENGINES AND FLIGHT SIMULATORS AS DOMESTIC REGULATIONS ARE LOOSENED & CORP. BUYING POWER GROWS. THE AUTO PARTS SECTOR IS ALSO EXPANDING RAPIDLY AND INCREASING IN BOTH PRODUCT RANGE AND VOLUMES.
5. FOREST PRODUCTS,EQUIP,SERVICES
CDN BUILDING MATERIALS, FLOORING, WINDOWS, DOORS AND STAIRCASES ARE RECEIVING STRONG JAPANESE INTEREST DUE TO PRICING, EXCELLENCE OF DESIGN & FINISH & SHIFTS IN CONSUMER TASTES. INCREASE OF LEISURE TIME RESULTS IN AN INTEREST IN CDN LOG HOMES FOR USE AS COTTAGES IS AT AN ALL TIME HIGH.
6. CONSUMER PRODUCTS & SERVICES
HEIGHTENED INTEREST IN FOREIGN AS WELL AS COMPETITIVELY PRICED PRODUCTS HAVE RESULTED IN GOOD SALES FOR CDN EXPORTED OF JEWELLERY, FURS, LEISURE WEAR, SPORT EQUIPMENT. THIS DESIRE FOR NOVEL PRODUCTS REPRESENTS A GOOD OPPORTUNITY FOR OTHER CDN COMPANIES WHOSE PRODUCTS HAVE YET TO BE SEEN IN JAPAN.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. MINE,METAL,MINERAL PROD & SRV	4. FISHERIES,SEA PRODUCTS & SERV.
2. FOREST PRODUCTS,EQUIP,SERVICES	5. AGRI & FOOD PRODUCTS & SERVICE
3. GRAINS AND OILSEEDS	6. CONSUMER PRODUCTS & SERVICES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ANIMAL,POULTRY BREEDING STOCK

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	18.00 \$M	18.00 \$M	20.00 \$M	20.00 \$M
Canadian Exports	2.80 \$M	2.40 \$M	2.50 \$M	2.50 \$M
Canadian Share of Market	15.60 %	13.30 %	12.50 %	12.50 %

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	45.00 %
UNITED KINGDOM	15.00 %
AUSTRALIA	10.00 %
NEW ZEALAND	5.00 %
NETHERLANDS	5.00 %
GERMANY WEST	5.00 %

Current Status of Canadian

exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. SWINE BREEDING STOCK
2. DAIRY BREEDING STOCK
3. BEEF BREEDING STOCK
4. HORSE BREEDING STOCK
5. POULTRY (DAY-OLD CHICKS)
6. SEMEN (BOVINE, SWINE)
7. EMBRYO TRANSPLANTS (BOVINE)

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Performance of local agent or representative

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: NEGOTIATE IMPORT/EXPORT PROTOCOL FOR BOVINE EMBRYOS
Expected Results: POTENTIAL ANNUAL SALES OF \$1-2 MILLION

Activity: NEGOTIATE ANIMAL HEALTH AGREEMENT FOR JPNSE EXPORTS TO CDA
Expected Results: IMPORT JAPANESE BREEDING STOCK FOR PRODUCTION OF WAGYU BEEF IN CANADA AND RE-EXPORT TO JAPAN

Activity: NEGOTIATE IMPORT PROTOCOL FOR SWINE SEMEN
Expected Results: SALES OF \$100,000 ANNUALLY

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PROMOTE CANADIAN PARTICIPATION IN VIV-ASIA'89, TOKYO
Expected Results: INCREASED AWARENESS OF CDN CAPABILITIES, LEADING TO SALES OF CDN GOODS AND SERVICES

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: HORTICULTURE (FRUIT, VEG, FLOR)

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	580.00 \$M	600.00 \$M	630.00 \$M	650.00 \$M
Canadian Exports	2.90 \$M	3.50 \$M	5.00 \$M	7.00 \$M
Canadian Share of Market	0.50 %	0.60 %	0.80 %	1.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	30.00 %
NEW ZEALAND	15.00 %
PEOPLE'S REP OF CHINA	10.00 %
TAIWAN	10.00 %
TURKS ISLANDS	6.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. MUSHROOMS
2. GREENHOUSE VEGETABLES
3. NURSERY CROPS
4. APPLES
5. RASPBERRIES
6. BLUEBERRIES

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Fairs and Missions support
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- COMMENTS PERTAIN TO FRESH
- MUSHROOMS WHICH IS ONLY
- MAJOR EXPORT ITEM.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Non-competitive pricing
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- PHYTOSANITARY
- REGULATIONS
- CLIMATE/DISTANCE FROM MARKET PRE-
- CLUDES MANY PROD. CATEGOR. FOR CDA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: APPLE FUMIGATION RESEARCH PROJECT (CODLING MOTH)
Expected Results: ACCESS FOR CDN APPLES WHEN ACCEPTED

Activity: INCLUDE FRESH MUSHROOMS IN CANADA FOOD FAIR PROMOTIONS
Expected Results: EXPANDED CONSUMER AWARENESS AND SALES

Activity: CANADIAN RESEARCH ON VAN CHERRIES
Expected Results: WHEN ACCEPTED, ACCESS FOR THIS VARIETY

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FOODDEX JAPAN
Expected Results: PARTICIPATION BY COMPANIES IN HORT CULTURE SECTOR

Activity: CANADA FOOD FAIR PROGRAM

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: TRIAL SHIPMENTS OF FRESH RASPBERRIES & BLUEBERRIES
Expected Results: GENERATE NEW BUSINESS

Activity: UNDERTAKE RESEARCH ON BLUEMOLD ON TOMATOES AND PEPPERS
Expected Results: RESOLVE MARKET ACCESS PROBLEM

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: SEEDS & SPECIAL CROPS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	130.00 \$M	160.00 \$M	150.00 \$M	155.00 \$M
Canadian Exports	17.30 \$M	20.00 \$M	20.00 \$M	21.00 \$M
Canadian Share of Market	13.30 %	12.50 %	13.30 %	13.50 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	60.00 %
AUSTRALIA	8.00 %
NEW ZEALAND	5.00 %
FRANCE	5.00 %
PEOPLE'S REP OF CHINA	5.00 %

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

Products/services for which there are good market prospects:

1. PULSES
2. BUCKWHEAT
3. FORAGE AND GRASS SEED
4. PEAT MOSS

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
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PREPARE MKT PROFILES FOR SPECIALIZED COMMODITIES-BUCKWHEAT
Expected Results: IMPROVED MARKET INFO FOR CDN PRODUCERS AND EXPORTERS,
LEADING TO INCREASED SALES TO JAPAN

Activity: ASSIST PEAT MOSS EXPORTERS IN ACCESSING JAPANESE MARKET
Expected Results: ADDITIONAL SALES OF \$1-2 MILLION ANNUALLY

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MONITOR IMPORT QUOTA SITUATION FOR PULSES; ADVISE CDN EXPORT
Expected Results: INCREASED SALES OF CDN PULSES

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KPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: MEATS & MEAT BY-PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	3255.00 \$M	3800.00 \$M	4300.00 \$M	4500.00 \$M
Canadian Exports	164.00 \$M	160.00 \$M	180.00 \$M	200.00 \$M
Canadian Share of Market	5.00 %	4.20 %	4.20 %	4.40 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	25.00 %
AUSTRALIA	21.00 %
TAIWAN	19.00 %
DENMARK	16.00 %
NEW ZEALAND	5.00 %
THAILAND	7.00 %

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

Products/services for which there are good market prospects:

1. PORK
2. BEEF
3. BEEF OFFALS
4. HORSEMEAT
5. PROCESSED MEATS
6. POULTRY (MAINLY TURKEY MEAT)

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Restrictive quotas
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ASSIST & FOLLOW UP WITH MEAT BUYING MISSIONS TO CANADA
Expected Results: \$30 MILLION IN NEW BUSINESS OVER 3 YEARS

Activity: WORK WITH CDN EXPORTERS AND PROVINCES RE BEEK AND PORK
Expected Results: INCREASE CANADA'S MARKET SHARE TO 10%

Activity: PROVIDE REGULAR MARKET AND PRICE INFO IN MONTHLY PORK REPORT
Expected Results: INCREASE KNOWLEDGE AND AWARENESS

Activity: IDENTIFY MARKET OPPORTUNITIES PARTICULARLY FOR BEEF
Expected Results: INCREASE CANADIAN MARKET SHARE

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FOODEX '89: CDN MEAT EXPORTERS WILL PARTICIPATE
Expected Results: INCREASED PRODUCT AND MARKET AWARENESS

Activity: ALBERTA BEEF DEMONSTRATIONS
Expected Results: APPOINTMENT OF AGENTS, CDN SUPPLY CAPABILITY

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: NEGOTIATE WITH MAFF, MITI INCREASED BEEF QUOTA FOR EMBASSY
Expected Results: INCREASE FROM 64MT TO 100MT

Activity: CONTINUE PROMOTING MEAT PRODUCTS IN CDN FOOD FAIRS
Expected Results: BUILD AWARENESS OF CDN QUALITY

Activity: PROMOTE BUYING MISSIONS AND FACT-FINDING TRIPS TO CANADA
Expected Results: DEMONSTRATE CDN CAPABILITY, SUPPLY, QUALITY

Activity: MARKET STUDY FOR PROCESSED MEATS (UNDER NTS)
Expected Results: ASSESSMENT OF EXPORT POTENTIAL, DEVELOPMENT OF MARKETING STRATEGY AND NEW PRODUCTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: SEMI & PROCESSED FOOD & DRINK

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2665.00 \$M	3000.00 \$M	3500.00 \$M	4000.00 \$M
Canadian Exports	40.00 \$M	55.00 \$M	75.00 \$M	100.00 \$M
Canadian Share of Market	1.30 %	1.50 %	2.10 %	2.50 %

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

Major Competing Countries

Market Share

EUROPEAN COMMON MARKET C	20.00 %
UNITED STATES OF AMERICA	20.00 %
KOREA	10.00 %
TAIWAN	5.00 %
PEOPLE'S REP OF CHINA	5.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. WHISKY
2. FROZEN FRENCH FRIES
3. CUSTOM PACK FOODS
4. BREAD MIX BUTTLED WATER
5. HONEY
6. FROZEN BEKRIES
7. PRESERVED EGG PRODUCTS
8. PET FOOD
9. MAPLE PRODUCTS
10. BEER
11. PASTA

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
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: FEED, FERTILIZER & VET PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	681.00 \$M	350.00 \$M	425.00 \$M	435.00 \$M
Canadian Exports	70.00 \$M	62.00 \$M	75.00 \$M	80.00 \$M
Canadian Share of Market	10.30 %	17.70 %	17.60 %	18.40 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	60.00 %
AUSTRALIA	10.00 %
PEOPLE'S REP OF CHINA	10.00 %

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

Products/services for which there are good market prospects:

1. ALFALFA PELLETS, CUBES, MINI CUBES
2. BALED HAY PRODUCTS
3. PELLETED SCREENINGS

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
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Unsuitable product
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: DEV'T OF FUMIGATION PROTOCOL FOR CDN BALED HAY
Expected Results: EXPORTS OF \$20-25 MILLION ANNUALLY WITHIN 5 YEARS

Activity: DEV'T OF HEAT TREATMENT PROCESS FOR SUNCURED CHOPPED HAY
Expected Results: EXPORTS OF \$1-2 MILLION WITHIN 3 YEARS

Activity: ORGANIZE FEEDING TRIALS FOR ALFALFA PRODUCTS
Expected Results: MAINTAIN AND INCREASE MARKET SHARE

Activity: DESSEMINATE TECHNICAL INFO IN JAPANESE TO END-USERS
Expected Results: BUILD AWARENESS AND DEMAND

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: TECH. ALFALFA SEMINARS FOR JAPANESE IMPORTERS & END-USERS
Expected Results: INCREASE SALES OF ALFALFA PRODUCTS BY \$5-10 MILLION ANNUALLY

For the next fiscal year, the mission is planning to undertake the following new export support initiatives) in this sector/sub-sector:

Activity: INSTITUTE MONTHLY REPORT ON HAY PRODUCTS IMPORT VOLUMES
Expected Results: PROVIDE TIMELY INFO TO CDN PRODUCERS AND EXPORTERS

Activity: INVESTIGATE FEASIBILITY AND COST OF ADVERTISING PRODUCTS
Expected Results: INCREASED AWARENESS AND CONSUMER DEMAND

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	9325.00 \$M	11424.00 \$M	13000.00 \$M	14500.00 \$M
Canadian Exports	444.00 \$M	481.00 \$M	600.00 \$M	700.00 \$M
Canadian Share of Market	4.80 %	4.20 %	4.60 %	4.80 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	18.00 %
KOREA	15.00 %
TAIWAN	14.00 %
PEOPLE'S REP OF CHINA	5.00 %
THAILAND	4.00 %
INDONESIA	4.00 %

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

Products/services for which there are good market prospects:

1. PACIFIC HERRING ROE
2. CAPELIN
3. SALMON
4. CRAB
5. ATLANTIC HERRING ROE
6. LOBSTER
7. SEA URCHIN ROE
8. RED FISH
9. HERKING
10. COD
11. SMELT
12. CLAMS (GEDDUCK, SURF)

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors contributing to current successful Canadian exports:

- PEMD support
- Fairs and Missions support
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive quotas
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PROMOTE CDN SEAFOOD UNDER CANADA FOOD FAIR PROGRAM
Expected Results: INCREASED TRADE AND CONSUMER AWARENESS OF CDN SEAFOOD

Activity: PROVIDE IMPROVED MARKET INTELLIGENCE INFO TO CDN INDUSTRY
Expected Results: PERMIT INDUSTRY TO MAKE MORE INFORMED DECISIONS

Activity: SEEK BETTER MARKET ACCESS FOR IQ ITEMS
Expected Results: EXPANDED EXPORTS OF IQ ITEMS

Activity: UTILIZE FISH TRADE ENQUIRY SERVICE
Expected Results: BRING BUYER AND SELLER TOGETHER

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ENLARGED PARTICIPATION BY FISH SECTOR IN FOODEX
Expected Results: NEW CONTACTS & BUSINESS WILL BE GENERATED

Activity: ATLANTIC HERRING ROE MISSION TO JAPAN
Expected Results: DEVELOPMENT OF MORE MARKET UNDERSTANDING BY CDN INDUSTRY

Activity: CAPELIN MISSION TO JAPAN
Expected Results: LAUNCH CAPELIN PROMOTIONAL CAMPAIGN

Activity: PROMOTION OF ATLANTIC LOBSTER
Expected Results: EXPANDED EXPORTS TO \$40 MILLION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: IMPLEMENTATION OF \$1.8M CAPELIN PROMOTION CAMPAIGN
Expected Results: EXPAND CONSUMPTION BY 10,000MT IN 3 YEARS

Activity: INITIATE MKT DEV'T ACTIVITIES FOR ATLANTIC HERRING ROE
Expected Results: DOUBLE VOLUME IN 5 YEARS

Activity: CONDUCT MARKET STUDIES ON SPECIFIC PRODUCTS WITH POTENTIAL
Expected Results: DEVELOP NEW EXPORT BUSINESS

Activity: DEVELOP MARKETING STRATEGY FOR B.C. FARMED SALMON
Expected Results: NEW BUSINESS POTENTIAL OF \$10 MILLION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : GRAINS AND OILSEEDS

Sub-Sector: CEREAL GRAINS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	4200.00 \$M	3500.00 \$M	3800.00 \$M	3800.00 \$M
Canadian Exports	475.00 \$M	365.00 \$M	425.00 \$M	425.00 \$M
Canadian Share of Market	11.30 %	10.50 %	11.20 %	11.20 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	60.00 %
AUSTRALIA	10.00 %
PEOPLE'S REP OF CHINA	7.00 %
SOUTH AFRICA	5.00 %

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

Products/services for which there are good market prospects:

1. WHEAT
2. BARLEY
3. DURUM WHEAT
4. RYE
5. MALT
6. OATS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- QUALITY OF CDN PRODUCTS

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ANALYSIS OF MAFF CROP DIVERSIFICATION PROGRAM
Expected Results: DETERMINE IMPACT OF CDN GRAIN EXPORTS TO JAPAN

Activity: PREPARE REGULAR REPORTS ON WHEAT, COARSE GRAINS
Expected Results: MAINTAIN OR INCREASE CDN MARKET SHARE

Activity: LIAISON WITH GOV'T AND INDUSTRY CONTACTS RE GRAINS
Expected Results: MAINTAIN AWARENESS OF CDN SUPPLY CAPABILITY

Activity: ASSIST WITH CDN GRAIN MARKETING AND TECHNICAL VISITS
Expected Results: INCREASE CDA'S SHARE OF MARKET

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FOODEX '89 - CDN STAND MAY HAVE EXPORTER OF BREAD MIXES
Expected Results: ADDITIONAL SALES OF BULK PRODUCTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ASSESS JAPANESE GOV'T FOOD OIL PROCUREMENT PRACTICES
Expected Results: OBTAIN SHARE OF GOV'T PURCHASES

Activity: PROMOTE BREAD MIXES, COOKIE MIXES ETC TO JAPANESE BAKERS
Expected Results: ADDITIONAL SALES OF SEMI-PROCESSED FLOUR MIXES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : GRAINS AND OILSEEDS

Sub-Sector: OILSEEDS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2600.00 \$M	2650.00 \$M	3000.00 \$M	2800.00 \$M
Canadian Exports	430.00 \$M	425.00 \$M	500.00 \$M	475.00 \$M
Canadian Share of Market	16.50 %	16.00 %	16.70 %	16.90 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	50.00 %
PEOPLE'S REP OF CHINA	10.00 %
BRAZIL	8.00 %
MALAYSIA	8.00 %

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

Products/services for which there are good market prospects:

1. CANOLA SEED
2. CANOLA MEAL
3. FOOD-GRADE SOYBEANS
4. FLAXSEED
5. CANOLA OIL

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- CANADIAN QUALITY

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: STRENGTHEN COMMERCIAL & SCIENTIFIC TIES IN CANOLA INDUSTRY
Expected Results: MAINTAIN AND EXPAND CDN MARKET SHARE

Activity: CONTINUE TO MONITOR AND REPORT ON CHANGES IN JP OILSEED MKT
Expected Results: INCREASE CANOLA AND FLAXSEED SALES, ASSESS COMPETITOR ACTIVITY

Activity: PROMOTE LIAISON VISITS TO CDA BY GOV'T AND INDUSTRY REPS
Expected Results: BUILD AND STRENGTHEN RELATIONSHIP

Activity: MONITOR VEGETABLE OIL TARIFF ISSUE, ASSESS IMPACT OF CHANGE
Expected Results: EXPANSION OF CANOLA OIL SALES TO JAPAN

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: SEMI-ANNUAL CANDLA CONSULTATIONS, JULY AND NOV./89
Expected Results: FIRM RELATIONSHIP; INCREASE CANDLA SALES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PROMOTE CANOLA OIL DURING CDN FOOD FAIRS
Expected Results: INCREASED CONSUMER AWARENESS OF CANOLA OIL

Activity: INVESTIGATE CONSTRAINTS ON USE ON USE OF CANOLA MEAL IN FEED
Expected Results: ADDITIONAL SALES OF CANOLA MEAL TO JAPAN

Activity: STUDY WAYS TO PROMOTE FLAXSEED EXPORTS TO JAPAN
Expected Results: ADDITIONAL SALES VOLUME FROM CDA

Activity: PROMOTE INTRODUCTION OF 100% CANOLA OIL BY JPNSE CRUSHERS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : DEFENCE PROGRAMS, PRODUCTS, SERV

Sub-Sector: ELECTRICAL & ELECTRONIC

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1800.00 \$M	2100.00 \$M	2450.00 \$M	2500.00 \$M
Canadian Exports	18.00 \$M	23.00 \$M	30.00 \$M	40.00 \$M
Canadian Share of Market	1.00 %	1.00 %	1.20 %	1.60 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA
UNITED KINGDOM

85.00 %
2.00 %

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

Products/services for which there are good market prospects:

1. FLIGHT INSPECTION SYSTEM
2. INERTIAL NAV. SYSTEM
3. DOPPLER RADARS
4. MAD COMPENSATORS
5. AIR TEMP CONTROL UNITS
6. CRASH POSITION INDICATORS

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTACT PROGRAM WITH SR. PURCHASING OFFICIALS - TRADING CO.
Expected Results: PROSPECTS FOR DIRECT EXPORT & MANU. UNDER LICENSE IN JAPAN.
FOR DEFENSE ELECTRONIC EQUIPMENT ARE QUITE SIGNIFICANT.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SUPPORT OF JAPANESE ATTENDANCE AT ARMX EXHIBITION MAY 1989
Expected Results: EXCELLENT LICENSING AND SALES PROSPECTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1600.00 \$M	1800.00 \$M	2400.00 \$M	2800.00 \$M
Canadian Exports	36.00 \$M	39.00 \$M	42.00 \$M	55.00 \$M
Canadian Share of Market	2.30 %	2.20 %	1.80 %	2.00 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	45.00 %
UNITED KINGDOM	25.00 %
GERMANY WEST	8.00 %
FRANCE	6.00 %
TAIWAN	3.00 %
KOREA	3.00 %

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

Products/services for which there are good market prospects:

1. DIGITAL SWITCHING EQUIPMENT
2. VALUE ADDED NETWORK EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: DEV. COOPERATIONS BETWEEN CDN TELECOM & JPNS FIRMS
Expected Results: FOLLOW-UP WITH JAPANESE FIRMS AFTER TELECOM SEMINARS OF SE87

Activity: MARKETING CDN ELECTRONICS COMPONENTS (SEMICONDUCTORS, IC)
Expected Results: TO SET UP JAPANESE AGENTS

Activity: ENCOURAGING JPN CO. TO INVEST IN CDA IN TELECOM/DATACOM SECT
Expected Results: TO DEVELOP JOINT VENTURES AND LICENSE

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SEEKING JOINT VENTURES AND LICENSES IN MICROELECTRONICS
Expected Results: SOME JAPANESE INVESTMENT IN MICROELECTRONICS

Activity: MARKETING CANADIAN ELECTRONICS COMPONENTS IN JAPAN
Expected Results: ESTABLISHING JAPANESE AGENTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE & CUMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2100.00 \$M	2500.00 \$M	2800.00 \$M	3000.00 \$M
Canadian Exports	22.00 \$M	36.00 \$M	40.00 \$M	50.00 \$M
Canadian Share of Market	1.00 %	1.40 %	1.40 %	1.70 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	76.00 %
GERMANY WEST	6.00 %
TAIWAN	5.00 %
KOREA	4.00 %
UNITED KINGDOM	2.00 %

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

Products/services for which there are good market prospects:

1. DATA PROCESSING EQUIPMENT
2. PARTS FOR DATA PROCESSING EQUIPMENT
3. SOFTWARE
4. COMPUTER STORAGE UNITS

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MKTG CDN SOFTWARE FOR VARIOUS FINANCIAL & INDUSTRIAL APPLIC.
Expected Results: ESTABLISHING JAPANESE AGENTS

Activity: ENCOURAGE JPNS CO. TO INVEST IN ELECTRONICS INDUSTRY IN CDA
Expected Results: FOLLOW-UP JPNS CO. (NEC, CANON, SONY, HITACHI)

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MKTG CDN ELECTRONICS PRODUCTS FOR COOPERATION WITH JPNS CO.
Expected Results: TO DEVELOP JOINT VENTURES AND LICENSE AGREEMENTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: OTHER ELECTRONICS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1800.00 \$M	2100.00 \$M	2400.00 \$M	2800.00 \$M
Canadian Exports	16.00 \$M	40.00 \$M	50.00 \$M	60.00 \$M
Canadian Share of Market	1.00 %	0.80 %	1.90 %	2.10 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	40.00 %
GERMANY WEST	21.00 %
KOREA	13.00 %
TAIWAN	10.00 %
UNITED KINGDOM	1.00 %

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

Products/services for which there are good market prospects:

1. CHROMOTOGRAPH & X-RAY EQUIPMENT
2. INSTRUMENTATION
3. CIRCUIT BOARDS AND COMPONENTS

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: JPNS ELECTRONIC INDUSTRIES CONTACT PROGRAM ASSESS INVESTMENT
Expected Results: 4-5 POSITIVE INVESTMENT PROSPECTS FOR LONGER TERM

Activity: MARKETING SUPPORT FOR CDN ELECTRONIC COMPONENT MANUFACTURERS
Expected Results: INCREASED RECEPTIVITY OF JPNS CO. AND COMPETITIVE PRICING HAS OPENED VARIOUS NEW MARKET OPPORTUNITIES, INCREASE EXPORTS.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: CONTACT PROGRAM FOR ELECTRONIC INDUSTRY-NEW ACTIVITY IN CDA
Expected Results: INCREASE KNOWLEDGE LEVELS OF JPNS INDUSTRY OF NEW CDN DEVELOPMENT

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: NUCLEAR

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1530.00 \$M	1507.00 \$M	1230.00 \$M	1350.00 \$M
Canadian Exports	10.00 \$M	12.00 \$M	17.00 \$M	19.00 \$M
Canadian Share of Market	0.70 %	0.80 %	1.40 %	1.40 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	68.00 %
FRANCE	19.00 %
GERMANY WEST	8.00 %
UNITED KINGDOM	3.00 %
SWEDEN	2.00 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. CANDU REACTOR
2. ENGINEERING SERVICES
3. ISOTOPES
4. IRRADIATORS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Limited Canadian capabilities
- LARGEST EXPORT OPP. CONSISTS OF A
- SALE OF A CANOU.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: REPRESENTATIONS BY CDN MIN. TO JPNS COUNTERPART
Expected Results: INCREASED PRESSURE TO PURCHASE THE CANDU AND OTHER CDN NUCLEAR TECHNOLOGY AND EQUIPMENT

Activity: VISITS BY AECL EXECUTIVES-DECISION MAKING PROCESS CANDU PUR.
Expected Results: COMMITMENT BY EPDC TO PURCHASE THE CANDU

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

CANDU

Approximate Value: 2200 M\$
Financing Source : OTHER
Contact : WINFIELD / KIYOHARA, EMBASSY

SUPPLY OF HEAVY WATER &
ENGINEERING SERVICES

Approximate Value: 150 M\$
Financing Source : OTHER
Contact : WINFIELD / KIYOHARA, EMBASSY

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: AUTOMOTIVE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2364.00 \$M	2500.00 \$M	2800.00 \$M	2600.00 \$M
Canadian Exports	38.20 \$M	41.00 \$M	46.40 \$M	67.00 \$M
Canadian Share of Market	1.60 %	1.60 %	1.70 %	2.60 %

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

Major Competing Countries

Market Share

EUROPEAN COMMON MARKET C	5.00 %
UNITED STATES OF AMERICA	3.00 %
KOREA	2.00 %
TAIWAN	2.00 %
THAILAND	1.00 %

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

Products/services for which there are good market prospects:

1. ALUMINUM WHEELS
2. WINDSHIELDS
3. HOSE CLAMPS
4. AUTO CHEMICALS
5. TIRES
6. JACK/GARAGE EQUIPMENT
7. WIPERBLADER
8. CATALYTIC CONVERTERS
9. ENGINE BLOCK HEATER
10. WIND DEFLECTORS
11. FLASHER
12. RADAR DETECTION DEVICES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Restrictive standards
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- IMPATIENCE BY CDN BUSINESS FOR QUIC
- RETURN. NOT ENOUGH HOMEWORK BY JPNS

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PROMOTE INVESTMENTS BY JPN AUTO PARTS CO.-TECH. TRANSFER
Expected Results: INCREASED EXPORTS AND SUPPLY TO JPNS ASSEMBLY PLASTICS IN N.A.

Activity: JAPAN AUTO AFTERMARKET-STUDY NOW IN PREPARATION (NTSI)
Expected Results: PROOF OF SIGNIFICANT OPPORTUNITY FOR CDN AFTERMARKET AUTO PRODUCTS

Activity: AFTERMARKET MISSION TO JAPAN FEB 89
Expected Results: INCREASED EXPORTS

Activity: AFTERMARKET MISSION TO CANADA FEB 89
Expected Results: INCREASED EXPORTS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: BANIGNAN/WHITING MISSION MAR 89
Expected Results: INCREASED INVESTMENTS

Activity: AIA SHOW IN TORONTO MAY 90
Expected Results: INCREASED EXPORTS

Activity: AUTO PMTS INVESTMENT MISSION PHASE IV
Expected Results: INCREASED INVESTMENTS

Activity: TOKYO MOTOR SHOW OCT 89
Expected Results: INCREASED EXPORTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INCREASE NUMBER OF CONTACT CALLS TO JPN AUTO PARTS COMPANIES
Expected Results: 10-15 NEW INVESTMENTS/JV OVER THE NEXT 18 MONTHS

Activity: ASSIST JPNS AUTO ASSEMBLERS WITH LOCAL PROCUREMENT PLANS

25/01/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: AEROSPACE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	3666.00 \$M	4636.00 \$M	4200.00 \$M	3500.00 \$M
Canadian Exports	50.00 \$M	86.00 \$M	66.00 \$M	60.00 \$M
Canadian Share of Market	1.30 %	1.90 %	1.60 %	1.70 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	76.00 %
FRANCE	4.00 %
UNITED KINGDOM	1.20 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. BELL HELICOPTER
2. CANADIAN CHALLENGER
3. ENGINE SPARES
4. FLIGHT SIMULATOR

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CHALLENGER SALES EFFORTS TO COMMERCIAL CUSTOMERS
Expected Results: ESTIMATED SALES OF TWO AIRCRAFT PER YEAR

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: AIRSHOW CANADA PROMOTION IN JAPAN
Expected Results: SJAC GROUP TO ATTEND

Activity: FCX PROGRAM SUPPORT TO CANADAIR
Expected Results: CONTRACT AWARD IN 1990

Activity: SUPPORT TO BOEING DE HAVILLAND DASH-8 DEMO FLIGHTS
Expected Results: CIVILIAN SALES OF DASH 300 IN 1991

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

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	5598.00 \$M	8095.00 \$M	9372.00 \$M	9400.00 \$M
Canadian Exports	778.00 \$M	1251.00 \$M	1505.00 \$M	1510.00 \$M
Canadian Share of Market	13.90 %	15.50 %	16.00 %	16.00 %

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

Major Competing Countries

Market Share

MALAYSIA	34.00 %
UNITED STATES OF AMERICA	32.00 %
UNION OF SOVIET SOC REP	6.50 %
INDONESIA	3.30 %
PEOPLE'S REP OF CHINA	2.00 %
TAIWAN	2.00 %

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

Products/services for which there are good market prospects:

1. 2 X 4 DIMENSION LUMBER
2. SPECIALIZED LUMBER CUTS
3. PLYWOOD
4. HARDWOOD LUMBER
5. LOG HOMES
6. FLOORING
7. MANUFACTURED WOOD PRODUCTS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion

Factors for Canadian exports not reaching market potential:

- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONT. EFFORTS TO INFLUENCE REVISION OF BLDG CODES
Expected Results: EXPANDED USE OF DIMENSION LUMBER

Activity: CONT. RESEARCH OF MARKET FOR BUILDING MATERIALS
Expected Results: AWARENESS OF THE MARKET FOR CDN PRODUCTS

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: JAPANESE BLDG PRODUCTS MISSION TO CANADA
Expected Results: INCREASE KNOWLEDGE OF CDN PRODUCTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: "CANADIAN VILLAGE" IN KOBE
Expected Results: SECURING AGENTS/DISTRIBUTORS FOR UP TO 15 CANADIAN COMPANIES

Activity: BLDG PRODUCTS MODULE
Expected Results: SECURING AGENTS/DISTRIBUTORS FOR UP TO 15 CANADIAN COMPANIES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : FOREST PRODUCTS,EQUIP,SERVICES

Sub-Sector: PULP AND PAPER PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1481.00 \$M	1872.00 \$M	2351.00 \$M	2405.00 \$M
Canadian Exports	684.00 \$M	802.00 \$M	1027.00 \$M	1058.00 \$M
Canadian Share of Market	39.50 %	43.00 %	44.00 %	44.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	35.00 %
BRAZIL	0.60 %
NEW ZEALAND	0.40 %
SWEDEN	0.30 %
SOUTH AFRICA	0.00 %
CHILE	0.00 %

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

Products/services for which there are good market prospects:

1. COATED PAPERS
2. BUSINESS FORMS
3. NEWS PRINT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SURVEY-PULP & PAPER CO. OVERSEAS INVESTMENT/EXPANSION PLANS
Expected Results: I.D. OF INVESTMENT OPPORTUNITIES FOR CANADA

25/01/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : MINE, METAL, MINERAL PROD & SRV

Sub-Sector: MINERALS AND MINERAL PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	12934.00 \$M	12438.00 \$M	15500.00 \$M	16000.00 \$M
Canadian Exports	1726.00 \$M	1800.00 \$M	2325.00 \$M	2560.00 \$M
Canadian Share of Market	13.30 %	14.50 %	15.00 %	16.00 %

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

Major Competing Countries

Market Share

AUSTRALIA	30.30 %
UNITED STATES OF AMERICA	13.10 %
BRAZIL	5.60 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. COPPER ORE
2. LEAD ORE
3. ZINC ORE
4. MOLYBDENUM ORE
5. NIOBIUM ORE
6. POTASH
7. ASBESTOS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MONTHLY ANALYSIS/REPORT ON MARKET TRENDS IN MINERALS TRADE
Expected Results: IMPROVED INFO BASE FOR CDN COMPANIES

Activity: MONTHLY REPORTING ON COAL TRADE/STEEL INDUSTRY
Expected Results: INFO SOURCE FOR CDN COAL INDUSTRY

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ANALYSIS MARKET POTENTIAL FOR RARE EARTH
Expected Results: I.D. OF J.V. OPPORTUNITIES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : MINE,METAL,MINERAL PROD & SRV

Sub-Sector: METALS, PRIMARY & FABRICATED

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	5078.00 \$M	5870.00 \$M	7000.00 \$M	7700.00 \$M
Canadian Exports	147.00 \$M	229.00 \$M	275.00 \$M	345.00 \$M
Canadian Share of Market	2.90 %	3.90 %	4.00 %	4.50 %

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

Major Competing Countries

Market Share

SOUTH AFRICA	11.30 %
UNITED STATES OF AMERICA	11.30 %
AUSTRALIA	11.00 %
UNION OF SOVIET SOC REP	9.50 %
EUROPEAN COMMON MARKET C	6.70 %

Current Status of Canadian

exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. GOLD
2. UNWROUGHT NICKEL
3. REFINED ZINC
4. ALUMINUM INGOTS
5. FERROALLOYS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: PETROLEUM AND PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	36162.00 \$M	41860.00 \$M	35314.00 \$M	32560.00 \$M
Canadian Exports	33.50 \$M	90.00 \$M	97.10 \$M	106.90 \$M
Canadian Share of Market	0.09 %	0.22 %	0.28 %	0.33 %

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

Major Competing Countries

Market Share

SAUDI ARABIA	23.00 %
SINGAPORE	15.00 %
INDONESIA	13.00 %
UNITED ARAB EMIRATES	7.00 %
UNITED STATES OF AMERICA	6.00 %
KUWAIT	6.00 %

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

Products/services for which there are good market prospects:

1. GAS OIL
2. CRUDE OIL
3. GASOLINE

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- DOMESTIC PRODUCTION
- RESTRICTION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: REPORT-RESTRUCTURING OF JPNS INDUSTRY LIBERALIZATION OF MKT
Expected Results: INCREASED AWARENESS OF OPPORTUNITIES FOR INCREASED EXPORTS

Activity: INFORM CDN INDUSTRY OF LONG-TERM PDENTIAL OF JPNS MARKET
Expected Results: INCREASED CONTACT WITH CANADIAN EXPORTERS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ASSIST CDN CO. IN NEW MARKETING EFFORTS FOR OIL & PETROLEUM
Expected Results: INCREASED MARKET PENETRATION

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : CHEM PROD & PETROCHEM, EQP, SERV

Sub-Sector: CHEM & PETROCHEM PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	17484.00 \$M	22281.00 \$M	23016.00 \$M	24535.00 \$M
Canadian Exports	216.90 \$M	107.50 \$M	0.00 \$M	365.20 \$M
Canadian Share of Market	1.24 %	0.48 %	1.59 %	1.79 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	15.00 %
GERMANY WEST	4.00 %
FRANCE	3.00 %
PEOPLE'S REP OF CHINA	2.00 %
SWITZERLAND	1.90 %
SAUDI ARABIA	1.80 %

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

Products/services for which there are good market prospects:

1. METHANOL
2. ORGANIC ACIDS
3. ALDEHYDE COMPOUNDS
4. AMINES/AMINO COMPOUNDS
5. DIETHYLENE GLYCOL
6. ETHYL BENZENE
7. ACETATE ESTERS
8. ANTIBIOTICS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- LONG TERM SUPPLY
- COMMITMENT

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- JPNS MKT PRICES ARE NOT AS ATTRACT.
- AS OTHER ASIAN MARKETS

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ANALYSIS & REPORTING ON RESTRUCTURING OF CHEMICAL INDUSTRY
Expected Results: I.D. OF TRADE/INVESTMENT OPPORTUNITIES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: FOLLOW-UP ON SPECIALTY CHEMICAL STUDY IN CANADA
Expected Results: OPPORTUNITIES FOR CDN EXPORTERS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: APPAREL (CLOTH, FUR, SHOES) TEXT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1722.00 \$M	1789.00 \$M	1990.00 \$M	2110.00 \$M
Canadian Exports	31.00 \$M	33.00 \$M	39.00 \$M	41.00 \$M
Canadian Share of Market	1.80 %	1.80 %	1.90 %	1.90 %

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

Major Competing Countries Market Share

HONG KONG	75.00 %
UNITED STATES OF AMERICA	86.00 %
SCANDINAVIA	80.00 %
UNITED STATES OF AMERICA	26.00 %
UNITED STATES OF AMERICA	71.00 %

Products/services for which there are good market prospects:

1. FUR GARMENTS
2. FUR SKINS
3. FLOOR COVERINGS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Bilateral economic trade agreement

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: JEWELRY & GIFTWARE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	133.00 \$M	137.00 \$M	186.00 \$M	195.00 \$M
Canadian Exports	2.40 \$M	2.60 \$M	9.00 \$M	9.50 \$M
Canadian Share of Market	1.80 %	1.80 %	4.00 %	4.70 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA
KOREA

32.00 %
27.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. COSTUME JEWELLERY
2. GIFTWARE

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
- Trade Fair activity

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: I.D. BUYERS OF CND JEWELLERY
Expected Results: TO DOUBLE SALES NEXT YEAR

Activity: FOLLOW-UP ON REQUESTS RE IMPORT OF CDN JEWELLERY
Expected Results: TO GET NEW DISTRIBUTORS OUTSIDE OF TOKYO

Activity: MEET WITH AGENTS AND REVIEW THEIR IMPORT/DIST. STRATEGY
Expected Results: TO OPEN NEW DISTRIBUTION OUTLETS

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: JEWELLERY FAIR
Expected Results: CDN \$2 MILLION

Activity: GIFT SHOW
Expected Results: CDN \$.05 MILLION

Activity: SOLO SHOW

Activity: REGIONAL SHOWS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ENCOURAGE NEW ENTRANTS INTO THE MARKET
Expected Results: TO INCREASE OUR SALES IF POSSIBLE

Activity: MEET WITH LOCAL AGENTS RE PUBLICITY & PARTICIPATION IN FAIRS
Expected Results: TO INCREASE THE NUMBER OF DISTRIBUTIONS AND GET BETTER KNOWN IN JAPAN

Activity: KEEP OTTAWA INFORMED OF MARKET EVOLUTION
Expected Results: ATTRACT NEW EXPORTERS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: CULTURE INDUSTRIES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1000.00 \$M	1100.00 \$M	1150.00 \$M	1250.00 \$M
Canadian Exports	0.90 \$M	0.80 \$M	0.90 \$M	0.96 \$M
Canadian Share of Market	0.90 %	0.70 %	0.78 %	0.77 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 3-5 \$M

Major Competing Countries

Market Share

PEOPLE'S REP OF CHINA	75.00 %
UNITED STATES OF AMERICA	35.00 %
FRANCE	44.00 %
TAIWAN	30.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. ARTS & CRAFTS
2. SHEET MUSIC/RECORDS/FILMS
3. SCULPTURES
4. JADE CARVINGS
5. SOAPSTONE CARVINGS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- PEMD support
- Trade Fair activity
- Competitive pricing

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTINUE TO WORK CLOSELY WITH CDN GROUP RE INDIAN ARTS/CRAFT
Expected Results: TO SELECT ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN

Activity: I.D. GALLERIES THAT MAY SPONSOR CDN ARTISTS (INUIT & INDIAN)
Expected Results: TO INTRODUCE INUIT AND INDIAN ART TO JAPAN

Activity: ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS
Expected Results: TO OPEN NEW DOORS TO CDN INDUSTRY

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INCREASE PUBLICITY OF CDN ARTS/CRAFTS THROUGH TRADE CENTRE
Expected Results: TO CREATE GREATER AWARENESS OF OUR PRODUCTS

Activity: ASSIST EXPORTERS TO ORGANIZE SOLO SHOWS
Expected Results: TO STIMULATE INTEREST IN CDN PRODUCTS

Activity: USE MAIL ORDER CATALOGUES TO ADVERTISE
Expected Results: TO INCREASE SALES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: LEISURE PROD. TOOLS HARDWARE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	250.00 \$M	255.00 \$M	280.00 \$M	285.00 \$M
Canadian Exports	2.50 \$M	2.60 \$M	3.10 \$M	3.20 \$M
Canadian Share of Market	1.00 %	1.00 %	1.10 %	1.20 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

AUSTRIA	42.00 %
TAIWAN	53.00 %
UNITED STATES OF AMERICA	54.00 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. ICE SKATES
2. HOCKEY STICKS
3. SPORTS EQUIPMENT
4. HARDWOOD FLOORING
5. GARDENING TOOLS
6. D.I.Y. PRODUCTS

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
- Trade Fair activity
- Provincial export promotion
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: UPDATE RESULTS OF CO. THAT ATTENDED TRADE SHOWS LAST YEAR
Expected Results: TO I.D. CLEARLY THE PRODUCTS CANADA SHOULD FOCUS ON

Activity: VISIT HOME CENTRE
Expected Results: ESTABLISH NEW CONTACTS

Activity: TO LOCATE NEW SPORTS EQUIPMENT AGENTS
Expected Results: TO INCREASE SALES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: SPORTING GOODS SHOW
Expected Results: CDN \$1 MILLION

Activity: C.S.G.A.
Expected Results: CDN \$2 MILLION

Activity: CANOE/KAYAK MISSION
Expected Results: CDN \$2 MILLION

Activity: SOLO SHOWS/REGIONAL SHOWS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ENCOURAGE AGENTS OF SPORTS EQPT TO EXHIBIT AT CDN SHOWS
Expected Results: TO INCREASE NUMBER OF DISTRIBUTORS

Activity: PROMOTE IDEA OF SELLING CDN DIY PRODUCTS TO JPN HOME BUILDER
Expected Results: TO BOOST SALES OF PRODUCTS

Activity: INCREASE THE NUMBER OF BUYERS AT MONTREAL SPORTING GOOD SHOW
Expected Results: TO WIDEN RANGE OF PRODUCTS SOLD IN JAPAN

25/01/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: FURNITURE & APPLIANCES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	500.00 \$M	520.00 \$M	570.00 \$M	600.00 \$M
Canadian Exports	3.50 \$M	4.00 \$M	4.40 \$M	6.20 \$M
Canadian Share of Market	0.70 %	0.76 %	0.77 %	1.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

TAIWAN	42.00 %
EUROPEAN COMMON MARKET C	41.00 %
UNITED STATES OF AMERICA	87.00 %
EUROPEAN COMMON MARKET C	11.00 %

Current Status of Canadian

exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. FURNITURE
2. APPLIANCES

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

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Unsuitable product
- Limited appreciation/understanding of distribution system

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: VISIT DEPT. STORES RE EXHIBITIONS OF CDN PRODUCTS
Expected Results: OPEN NEW SALES OUTLETS

Activity: KEEP UP WITH NEW TRENDS IN JPN/CDN FURNITURE INDUSTRIES
Expected Results: TO DETERMINE WHICH SECTOR OF THE MARKET THAT COULD BE OF INTEREST TO CDN EXPORTERS

Activity: FURNITURE ASS./MAIN MFG RE IMPORTING SPECIFIC ITEMS
Expected Results: GET NEW ENTRANTS INTO THE MARKET

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FURNITURE FAIR
Expected Results: CDN \$1 MILLION

Activity: HOUSEWARES FAIR
Expected Results: CDN \$0.5 MILLION

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PUBLICITY THROUGH TRADE CENTRE CDN RE APPLIANCES
Expected Results: MAINTAIN OUR SHARE OF THE MARKET

Activity: MEET WITH AGENTS TO GENERATE INTEREST IN PROMO CDN PRODUCTS
Expected Results: FIND NEW WAYS TO MARKET PRODUCTS

Activity: ENCOURAGE CO. TO PARTICIPATE IN FURNITURE SHOW
Expected Results: TO GET NEW EXPORTERS IN JAPAN

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	199.00 \$M	250.00 \$M	305.00 \$M	320.00 \$M
Canadian Exports	129.00 \$M	190.00 \$M	250.00 \$M	270.00 \$M
Canadian Share of Market	85.00 %	77.00 %	81.00 %	84.00 %

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

Major Competing Countries

Market Share

SOUTH AFRICA	10.00 %
UNITED STATES OF AMERICA	20.00 %
PEOPLE'S REP OF CHINA	3.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. GOLD COINS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Canada is one of few sources of supply

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PURSUE HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE
Expected Results: SALES COULD MORE THAN DOUBLE IF DUTIES WERE LOWERED

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: SPECIAL PUBLICITY EVENTS TO PROMOTE SALES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: I.D. POTENTIAL COMPETITIVENESS OF NEW MARKET ENTRIES
Expected Results: TO MAINTAIN/INCREASE OUR SHARE OF THE MARKET

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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: PHARMACEUTICALS, BIOTECHNOLOGY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1734.00 \$M	2259.00 \$M	2364.00 \$M	2572.00 \$M
Canadian Exports	5.80 \$M	11.60 \$M	12.20 \$M	13.90 \$M
Canadian Share of Market	0.33 %	0.51 %	0.51 %	0.54 %

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

Major Competing Countries

Market Share

GERMANY WEST	30.00 %
UNITED STATES OF AMERICA	21.00 %
SWITZERLAND	16.00 %
UNITED KINGDOM	8.00 %
DENMARK	4.00 %
FRANCE	4.00 %

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

Products/services for which there are good market prospects:

1. DIAGNOSTIC KITS
2. HORMONES
3. ENZYMES AND REAGENTS
4. PEPTIDES
5. CULTURE MEDIUM
6. BIO-ACTIVE EXTRACTS
7. MAB DIAGNOSTICS
8. GROWTH FACTORS
9. VACCINES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

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
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: REPORT ON NEW REGULATIONS RE PHARMACEUTICAL IMPORTS
Expected Results: INFORMED POTENTIAL EXPORTERS

Activity: INFORM JPNS INDUSTRY OF CAPABILITIES OF CANADIAN INDUSTRY
Expected Results: INCREASED EXPORTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SUPPLY MARKET INFORMATION TO CANADA
Expected Results: NEW EXPORTS TO JAPAN

Activity: ENCOURAGE TIE-UP BETWEEN CDN AND JAPANESE FIRMS
Expected Results: INCREASED TRADE; LONG-TERM STRATEGIC ALLIANCES

Activity: ENCOURAGE TRADE FAIR PARTICIPATION OF SMALL CDN FIRMS
Expected Results: GREATER PENETRATION OF MARKET; ENHANCED CDN PROFILE

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: EDUCATIONAL SERVICES, EQUIPMENT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	297.00 \$M	300.00 \$M	315.00 \$M	340.00 \$M
Canadian Exports	0.89 \$M	0.90 \$M	0.90 \$M	2.00 \$M
Canadian Share of Market	0.30 %	0.30 %	0.30 %	0.50 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 3-5 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	45.00 %
UNITED KINGDOM	21.00 %
GERMANY WEST	14.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. BOOKS AND PAMPHLETS
2. CHILDREN'S PICTURE AND PAINTING BOOKS
3. PICTURE POSTCARDS & CHRISTMAS/GREETING CARDS

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

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Unsuitable product
- Limited appreciation/understanding of distribution system

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: LOOKING FOR OPPORTUNITIES & ADVISE INDIVIDUAL COMPANIES
Expected Results: INTRODUCE NEW COMPANIES IN FAIRS AND INCREASE NUMBER OF VISITORS

Activity: GATHER INFO ON MKTG OPPORTUNITIES FOR FILMS, SOFTWARE, LANG.
Expected Results: TO PROVIDE CDN INDUSTRY WITH POTENTIAL BUYERS OF SOFTWARE

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INTRODUCE NEW CO. IN HEALTH CARE PRODUCTS & SERVICES
Expected Results: TO DOUBLE OUR SALES

Activity: ASSIST CO. THAT VISIT JAPAN AND ORGANIZE TRADE SHOWS
Expected Results: TO INCREASE SALES OF HEALTH PRODUCTS/SERVICES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: BUILDING PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	52000.00 \$M	64000.00 \$M	60000.00 \$M	56000.00 \$M
Canadian Exports	2.50 \$M	3.00 \$M	4.00 \$M	4.50 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	0.00 %
TAIWAN	0.00 %
EUROPEAN COMMON MARKET C	0.00 %
KOREA	0.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. WINDOWS AND DOORS
2. FLOORING
3. CABINETRY
4. FURNITURE
5. MILLWORK
6. VENTILATION APPLIANCES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Unsuitable product
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : INDUSTRIAL MACHIN, PLANTS, SERV.

Sub-Sector: SERVICES INCLUDING CONSULTING

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	200.00 \$M	400.00 \$M	800.00 \$M	600.00 \$M
Canadian Exports	15.00 \$M	0.00 \$M	10.00 \$M	20.00 \$M
Canadian Share of Market	7.50 %	0.00 %	1.30 %	3.30 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	50.00 %
UNITED KINGDOM	25.00 %

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

Products/services for which there are good market prospects:

1. WIND TUNNEL

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INVESTIGATION WITH JPN AUTO ASSEMBLERS FOR WIND TUNNEL PROSP
Expected Results: ONE ADDITIONAL SALE WITHIN TWO YEARS

Activity: INVESTIGATION WITH JPN ENGINEERING/TRADING CDL-JOINT VENTURE
Expected Results: EXPECT INCREASING SUCCESS RATIOS FOR CDN FIRMS PARTICULARLY
WHERE CDN FINANCING IS AN ELEMENT IN THE PROJECT

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: TOKYO

Country: JAPAN

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (including portfolio flows if a primary focus)

	Total (\$ Million)	Canadian Share	Major Competitor Share
Current year	27220.00	1.20	45.50
One year ago	40688.00	2.00	44.10
Two years ago	50000.00	2.30	45.00

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

TOTAL FOREIGN DIRECT INVESTMENT FLOW IS ESTIMATED TO GROW 20%, I.E. \$60 BILLION; THE CANADIAN SHARE IS ESTIMATED AT 2.5%, OR \$1.5 BILLION.

Canada's major competitors for investment from this territory/country are:

- UNITED STATES

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- U.S. GOVERNMENT PROTECTIONIST POLICIES AND TACTICS
- STATE INVESTMENT PROMOTION ACTIVITIES CARRIED OUT BY LOCAL OFFICES, (32 U.S. STATES OFFICES IN JAPAN), TRANSPARENT INVESTMENT INCENTIVE PROGRAMS AND HIGH-PROFILE PARTICIPATION BY STATE GOVERNORS.
- PROMOTION OF M & A SERVICES BY U.S. BANKS AND SECURITY COMPANIES.

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: TOKYO

Country: JAPAN

Compared to major competitive destinations, Canada is perceived to have the following advantages:

- MOST PROFITABLE LOCATION OF PRODUCTION BASE FOR NA MARKET
- MOST PROFITABLE LOCATION OF PRODUCTION BASE FOR NA MARKET
- WORLD CLASS ADVANCED TECHNOLOGIES POSSESSED BY CANADIAN
- WORLD CLASS ADVANCED TECHNOLOGIES POSSESSED BY CANADIAN
- ABILITY TO SECURE ACCESS TO PRODUCTS (NATURAL RESOURCE OF
- ABILITY TO SECURE ACCESS TO PRODUCTS (NATURAL RESOURCE OF
- QUALITY OF LIFE IN CANADA

the following constraints:

- U.S. MARKET 10 TIMES AS LARGE AS CANADIAN MARKET
- U.S. FAR BETTER UNDERSTOOD AS LOCATION FOR INVESTMENT THAN
- U.S. FAR BETTER UNDERSTOOD AS LOCATION FOR INVESTMENT THAN
- U.S. GOVT PROTECTIONIST ACTIVITIES DRAW POTENTIAL INVESTORS
- U.S. GOVT PROTECTIONIST ACTIVITIES DRAW POTENTIAL INVESTORS
- EXISTING JAPANESE INVESTMENT IN U.S. ACTS AS CRITICAL MASS
- EXISTING JAPANESE INVESTMENT IN U.S. ACTS AS CRITICAL MASS
- JAPANESE M & A ACTIVITIES FOCUSED ON U.S. : CANADIAN MARKET
- JAPANESE M & A ACTIVITIES FOCUSED ON U.S. : CANADIAN MARKET

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	HIGH
Acquisition	LOW
Greenfield	HIGH
Joint Venture	HIGH
Strategic Partnering	HIGH
Technology Licensing	MEDIUM

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: TOKYO

Country: JAPAN

The mission believes that the following sectors are of greatest interest to investors in its territory/country with an assigned ranking of 1-10:

Sector	Ranking
Agriculture/Food/Fish	6
Resource Processing	3
Machinery and Equipment	4
Transportation	1
Consumer Products	8
Commercial Service	10
Computer and Communications	7
Health Care Products/Medical	5
Aerospace and Defence	9
Strategic Technologies	2

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABROAD

Mission: TOKYO

Country: JAPAN

The mission has proposed the following investment promotion activities for the next fiscal year:

Date

Type: MISSION OUT, MINISTERIAL

MAJOR MIN MISSIONS EXPECTED WITH NEW GOVT

9/89

Location:

Invest Nature: GREENFIELD
JOINT VENTURE
STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: VARIOUS

Estimated Budget: \$10,000.00

Type: SEMINAR, ABROAD

MITI MISSION INVESTMENT SEMINAR

6/89

Location:

Invest Nature: GREENFIELD
JOINT VENTURE
STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: JAPANESE GOVT. : MITI

Estimated Budget: \$10,000.00

Type: MISSION IN, TO INDUSTRY

HIGH-LEVEL INVESTMENT SURVEY MISSION: BUDGET FOR TRAVEL AND COMMUNICATIONS

4/89

Location:

Invest Nature: GREENFIELD
JOINT VENTURE
STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: JAPANESE GOVT., MITI

Estimated budget: \$15,000.00

"INTERNAL" MISSION OF BANK OFFICERS: 2 BANKS

10/89

Location:

Invest Nature: GREENFIELD
JOINT VENTURE
STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: CITY BANKS

Estimated Budget: \$10,000.00

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABRUAD

Mission: TOKYO

Country: JAPAN

Date

Type: MISSION IN, TO INDUSTRY

BANK-LED MISSION OF THEIR CUSTOMERS

8/89

Location:

Invest Nature: GREENFIELD

JOINT VENTURE

STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: SUMITOMO BANK

Estimated Budget: \$5,000.00

BANK-LED MISSION OF THEIR CUSTOMERS

6/89

Location:

Invest Nature: GREENFIELD

JOINT VENTURE

STRAT. PARTNER

Sector: AGRI & FOOD PRODUCTS & SERVICE

Cooperants: BANK OF TOKYO

Estimated Budget: \$5,000.00

Type: DIRECT MAIL CAMPAIGN

PROMOTION OF JAPANESE SUBS IN U.S. INVESTING IN CANADA

4/89

Location:

Invest Nature: GREENFIELD

JOINT VENTURE

STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: INVCAN

Estimated Budget: \$20,000.00

Type: OUTCALL PROGRAM

ONGOING CORPORATE LIAISON WITH INVESTMENT PROSPECTS

0/00

Location:

Invest Nature: GREENFIELD

JOINT VENTURE

STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: JAPANESE BANKS AND TRADING COYS

Estimated Budget: \$35,000.00

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABRUAD

Mission: TOKYO

Country: JAPAN

Date

Type: OTHER PROMOTION

MITI MISSION COMMUNICATIONS ACTIVITIES

8/89

Location:

Invest Nature: GREENFIELD

JOINT VENTURE

STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants:

Estimated Budget: \$100,000.00

SUPPORT OF DIST PROMOTIONAL ACTIVITIES IN JAPAN

0/00

Location:

Invest Nature: GREENFIELD

JOINT VENTURE

STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: ISTC

Estimated Budget: \$15,000.00

Total estimated budget for all proposals:

\$225,000.00

Post : TOKYO

Start Date	Event Name, Location & Type	Sector/Contact
89/04/00	GOOD LIVING SHOW FAIR, NATIONAL STAND	CONSTRUCTION INDUSTRY
89/04/00	BUILDING MATERIALS MISSION TO JAPAN MISSION OUT, INDUSTRY	CONSTRUCTION INDUSTRY
89/04/00	TELECOM MISSION MISSION OUT, INDUSTRY	ADVANCED TECH. PROD. & SERV
89/04/00	JAPAN HOME BUILDERS MISSION MISSION IN, TO INDUSTRY	CONSTRUCTION INDUSTRY
89/04/00	NORTH AMERICAN LIFESTYLE SHOW MISSION IN, TO FAIR	CONSUMER PRODUCTS
89/04/00	AIRPORT EQUIPMENT SHOW INFO BOOTH, WITH GROUP	TRANSPORT SYS,EQUIP,COMP,SERV.
89/04/28	TOKYO INT'L GOOD LIVING TRADE SHOW'89,TOKYO,JAPAN FAIR, NATIONAL STAND	CONSTRUCTION INDUSTRY R.GRISON
89/06/00	BIOTECHNOLOGY MISSION TO CANADA MISSION IN, TO INDUSTRY	EDUCATION,MEDICAL,HEALTH PROD
89/09/00	CONVERTED WOOD PRODUCTS MISSION TO JAPAN MISSION OUT, INDUSTRY	FOREST PRODUCTS,EQUIP,SERVICES
89/10/26	TOKYO MOTOR SHOW'89, TOKYO, JAPAN FAIR, NATIONAL STAND	TRANSPORT SYS,EQUIP,COMP,SERV. R.GRISON

Post : TOKYO

Start Date	Event Name, Location & Type	Sector/Contact
89/11/00	DEM & AFTERMARKET AUTO MISSION TO JAPAN MISSION OUT, INDUSTRY	TRANSPORT SYS,EQUIP,COMP,SERV.
89/11/00	WORLD FASHION FAIR FAIR, NATIONAL STAND	CONSUMER PRODUCTS
90/02/00	TOKYO SPORTING GOODS SHOW INFO BOOTH, WITH GROUP	CONSUMER PRODUCTS
90/02/00	CANADIAN SPORTING GOODS ASSOCI ATION MISSION IN, TO INDUSTRY	CONSUMER PRODUCTS
90/03/00	FOODEX 90 FAIR, NATIONAL STAND	AGRI & FOOD PRODUCTS & SERVICE
00/00/00	CANADIAN FOOD FAIR PROGRAM FAIR, SOLD	AGRI & FOOD PRODUCTS & SERVICE
00/00/00	REGIONAL SHOWS FAIR, SOLD	AGRI & FOOD PRODUCTS & SERVICE
00/00/00	NEW BUSINESS DEVELOPMENT FAIR, SOLD	FISHERIES,SEA PRODUCTS & SERV.

RPTB1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: OSAKA

Country: JAPAN

THE \$US/YEN EXCHANGE RATE (US\$=123 YEN 07NOV88) CONTINUES TO BE THE DOMINANT ECONOMIC FORCE INFLUENCING JAPAN'S KANSAI REGION, BUT THE ECONOMY SEEMS POISED FOR RAPID GROWTH. IN THE LAST YEAR STRONG CONSUMER SPENDING AND NEW BUSINESS INVESTMENT IN PLANT AND MACHINERY OFFSET LOSSES RESULTING FROM REDUCED EXPORTS. ELECTRONICS, MACHINERY, TEXTILES AND CHEMICALS FIRMS, WHICH HAD REDUCED PROFITABILITY LAST YEAR, BOUNCED BACK BECAUSE OF RAPID PROGRESS IN SHIFTING PRODUCTION TO HIGHER-VALUE-ADDED ITEMS AND BY MOVING THEIR LOW-VALUE-ADDED ITEMS OFFSHORE. THE JAPANESE ECONOMY HAS TRADITIONALLY DEPENDED ON EXPORTS FOR GROWTH IN GNP BUT SIGNS INDICATE JAPAN IS MOVING TOWARDS AN ECONOMY WHICH IS INCREASINGLY DRIVEN BY DOMESTIC DEMAND. THIS WILL MEAN IMPORTANT NEW OPPORTUNITIES FOR CANADIAN EXPORTERS. IN THE KANSAI COMPANIES ARE COPING WITH THE HIGHER YEN BY REDUCING CAPACITY, SCRAMBLING FOR NEW EXPORT MARKETS, ADOPTING LOWER COST PRODUCTION STRATEGIES AND OPENING IMPORT TRADE DEPARTMENTS. EXPORT LOSSES, WHICH HAVE GENERALLY BEEN PASSED DOWN TO SMALLER-SIZED SUPPLIERS, ARE OFFSET BY STRONGER DOMESTIC DEMAND AND GOVERNMENT SPENDING ON CAPITAL WORKS PROJECTS. CANADIAN COMPANIES SHOULD REALIZE KANSAI COMPANIES ARE BUYING MORE ABROAD AND DIVERSIFYING INTO NEW BUSINESS VENTURES. KANSAI POSSESSES A GREATER THAN THE NATIONAL AVERAGE OF MEDIUM AND SMALL-SIZED BUSINESSES INTEGRATED INTO THE EXPORT ECONOMY AND CANADIAN BUSINESSMEN WILL APPRECIATE THAT KANSAI FIRMS HAVE A REPUTATION FOR BEING MORE OPEN TO NEW BUSINESS IDEAS THAN ELSEWHERE IN JAPAN. OPPORTUNITIES EXIST FOR CANADIAN EXPORTERS IN THE HIGH TECH AREAS OF BIO-TECHNOLOGY, INSTRUMENTATION, SOFTWARE AND COMMUNICATIONS EQUIPMENT. AIDED BY MORE DISPOSABLE INCOME, OVERSEAS TRAVEL, AND A SPIRIT OF "INTERNATIONALIZATION", JAPANESE CONSUMERS ARE PURCHASING FOREIGN-MADE GOODS AS NEVER BEFORE, PARTICULARLY PROCESSED FOOD, FRESH FISH AND BEVERAGE PRODUCTS, AND HIGH QUALITY CONSUMER ITEMS SUCH AS FASHION GARMENTS. THE HOUSING BOOM HAS PEAKED BUT THERE ARE MANY OPPORTUNITIES FOR MANUFACTURED WOOD PRODUCTS. THE KOBE CITY CANADA HOUSING PROJECT (13 IMPORTED HOUSES) FOR EXAMPLE, IS EXPECTED TO GENERATE CONSIDERABLE INTEREST AMONG CONSUMERS HERE WHO ALREADY HAVE AN EXCELLENT IMAGE OF CANADIAN HOUSING AND BUILDING MATERIALS. THE NEW KANSAI INTERNATIONAL AIRPORT PROJECT IS NOW OPEN TO FOREIGN PARTICIPATION. OPPORTUNITIES EXIST FOR CANADIAN COMPANIES WITH THE RIGHT PRODUCT AND PERSISTENCE TO SUPPLY A WIDE RANGE OF PRODUCTS, NOT NECESSARILY THOSE RESTRICTED TO THE CATEGORIES OF AIRPORT-RELATED EQUIPMENT AND SERVICES. ALTHOUGH JAPAN'S EXTERNAL TRADE SURPLUS IS DECLINING GRADUALLY, IT WILL REMAIN A MAJOR SOURCE OF POLITICAL IRRITATION IN US/JAPAN TRADE RELATIONS, ESPECIALLY AFTER THE INSTALLATION OF A NEW AMERICAN PRESIDENT. PROTECTIONIST LEANINGS AND A FAVOURABLE EXCHANGE RATE HAVE ACCELERATED THE MOVEMENT OF PRODUCTION FACILITIES OUT OF JAPAN TO LOWER PRODUCTION COST CENTRES AND CLOSER TO TRADITIONAL EXPORT MARKETS. INVESTMENT AND TECHNOLOGY TRANSFER WILL REMAIN AN IMPORTANT PART OF OUR PROMOTION ACTIVITIES, ESPECIALLY THE AREAS OF CONSUMER ELECTRONICS, ELECTRICAL

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RPTBL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: OSAKA

Country: JAPAN

EQUIPMENT, AUTOPARTS AND INDUSTRIAL MATERIALS.

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: OSAKA

Country: JAPAN

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. AGRI & FOOD PRODUCTS & SERVICE

FACTORS WHICH FAVOUR CONTINUED STRONG DEMAND FOR CANADIAN FOOD PRODUCTS INCLUDE A FAVOURABLE YEN/\$ EXCHANGE RATE, GRADUAL RELAXATION OF IMPORT RESTRICTIONS ON MANY FOOD ITEMS AND GREATER MARKET ACCEPTANCE ON FOREIGN FOOD PRODUCTS. SUCCESSFUL MARKETING STRATEGY SHOULD TAKE INTO ACCOUNT THAT FOREIGN PROCESSED FOOD ITEMS ARE CONSUMER PRODUCTS.

2. FISHERIES, SEA PRODUCTS & SERV.

THE YEN/\$ EXCHANGE RATE CONT. TO FAVOUR ESTABLISHED EXPORTERS OF FRESH AND PROCESSED FISH PRODUCTS. OPPORTUNITIES EXIST FOR THE SUPPLY OF RAW MATERIAL FOR PROCESSING IN TERRITORY AND FOR THE INTRODUCTIONS OF LOWER-COST NON-TRADITIONAL FISH VARIETIES. FOR LIVE/HIGHER VALUE PROCESSED FISH PRODUCTS VIEWED AS CONSUMER PRODUCTS BY JAPANESE.

3. ADVANCED TECH. PROD. & SERV

EXPORT OPPORTUNITIES EXIST IN TERRITORY FOR WIDE VARIETY OF ADVANCED TECHNOLOGY PRODUCTS WHICH HAVE AS THEIR COMPETITIVE ADVANTAGE INCREASED PRODUCTIVITY, AUTOMATION OR INNOVATIVE SERVICE POTENTIAL.

4. FOREST PRODUCTS, EQUIP, SERVICES

HOUSING STARTS HAVE PEAKED BUT REMAIN HISTORICALLY HIGH LEVELS. STRONG DEMAND EXPECTED WITH CONTINUED LOWER MORTGAGE INTEREST RATES, LESS RESTRICTION ON USE OF WOOD IN HOUSING, AND CHEAPER IMPORTED BUILDING MATERIALS DUE TO FAVOURABLE YEN/\$ EXCHANGE RATE. TRADITIONAL FONDNESS FOR WOOD APPEARANCES AND STRONG INTEREST FOR N.A. STYLE HOUSING.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. FOREST PRODUCTS, EQUIP, SERVICES
2. MINE, METAL, MINERAL PROD & SRV
3. AGRI & FOOD PRODUCTS & SERVICE

4. CHEM PROD & PETROCHEM, EQP, SERV
5. GRAINS AND OILSEEDS
6. FISHERIES, SEA PRODUCTS & SERV.

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: OSAKA

Market: JAPAN

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: MEATS & MEAT BY-PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	651.00 \$M	760.00 \$M	860.00 \$M	900.00 \$M
Canadian Exports	33.00 \$M	32.00 \$M	36.00 \$M	40.00 \$M
Canadian Share of Market	5.10 %	4.20 %	4.20 %	4.40 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	25.00 %
AUSTRALIA	21.00 %
TAIWAN	19.00 %
DENMARK	16.00 %
NEW ZEALAND	5.00 %
THAILAND	7.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. PORK
2. BEEF
3. BEEF OFFALS
4. PROCESSED MEATS
5. POULTRY (TURKEY)

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Provincial export promotion
- Competitive pricing

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: OSAKA

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Restrictive quotas
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ASSIST AND FOLLOW UP MEAT PURVEYORS MISSION TO ALBERTA
Expected Results: DIRECT SALES/MARKET DEVELOPMENT

Activity: CANADA FOOD FAIR PROGRAMME
Expected Results: NINE EVENTS IN FISCAL 89/90

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ALBERTA BEEF DEMONSTRATIONS
Expected Results: MARKET AWARENESS/DEVELOPMENT

Activity: KOBE IMPORT FAIR (SEPT.89) (APPROVAL PENDING)
Expected Results: MARKET AWARENESS/DEVELOPMENT

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: OSAKA

Market: JAPAN

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: SEMI & PROCESSED FOOD & DRINK

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	530.00 \$M	600.00 \$M	700.00 \$M	800.00 \$M
Canadian Exports	9.00 \$M	11.00 \$M	15.00 \$M	21.00 \$M
Canadian Share of Market	1.70 %	1.80 %	2.10 %	2.60 %

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

Major Competing Countries	Market Share
WEST EUROPE	20.00 %
UNITED STATES OF AMERICA	20.00 %
KOREA	10.00 %
TAIWAN	5.00 %
PEOPLE'S REP OF CHINA	5.00 %

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

Products/services for which there are good market prospects:

1. CUSTOM PACK FOODS
2. PROCESSED MEAT PRODUCTS
3. CANDIES/CHOCOLATES
4. MIXED FLOUR PRODUCTS
5. BOTTLED WATER
6. PET FOOD
7. MAPLE PRODUCTS
8. FROZEN BERRIES
9. PASTA PRODUCTS
10. MUSHROOMS
11. FROZEN VEGETABLES

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
- Competitive pricing
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: OSAKA

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PROMOTE CDN FOOD PRODUCTS THROUGH CDA FOOD FAIR PROGRAMME
Expected Results: MARKET AWARENESS/DEVELOPMENT

Activity: CONTINUE MINI-FOOD SHOW PROM IN CONGEN MULTI-PURPOSE ROOM
Expected Results: DIRECT SALES/NEW AGENCY AGREEMENTS

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: WINE PROMOTION OF CONGEN (JUNE'89) (APPROVAL PENDING)
Expected Results: MARKET AWARENESS/NEW AGENCY AGREEMENTS

Activity: CANADA FOOD FAIR PROGRAMME (ALL YEAR)
Expected Results: TARGET IS FOR NINE PROMOTION FISCAL 89/90

Activity: MINI-FOOD SHOW (SEPT'89 AND MAR'90)
Expected Results: DIRECT SALES/NEW AGENCY RELATIONSHIPS

Activity: KOBE IMPORT FAIR (SEPT'89) (APPROVAL PENDING)

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: KOBE IMPORT FAIR
Expected Results: DIRECT SALES/MARKET AWARENESS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: OSAKA

Market: JAPAN

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: FISH & SHELLFISH & OTHER PROD

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1870.00 \$M	2400.00 \$M	2600.00 \$M	2800.00 \$M
Canadian Exports	69.00 \$M	93.00 \$M	100.00 \$M	110.00 \$M
Canadian Share of Market	3.70 %	3.90 %	3.90 %	3.90 %

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

Major Competing Countries	Market Share
JAPAN	65.00 %
UNITED STATES OF AMERICA	8.00 %
KOREA	7.00 %
TAIWAN	6.00 %
PEOPLE'S REP OF CHINA	2.00 %
INDONESIA	2.00 %

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

Products/services for which there are good market prospects:

1. ATLANTIC HERRING ROE
2. CRAB (LIVE & PROCESSED)
3. CAPELIN
4. COD
5. LIVE LOBSTER
6. RED FISH
7. SALMON
8. PROCESSED FISH PRODUCTS
9. SEA URCHIN
10. SMELT
11. SALMON ROE

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: OSAKA

Market: JAPAN

Factors contributing to current successful Canadian exports:

- Import duties are low
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory
- PRODUCT MODIFICATION TO
- SUIT LOCAL TASTES, LOCAL
- QUALITY REQUIREMENTS

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Market prospects have not been adequately explored
- HIGH QUALITY;

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CANADA FOOD FAIR PROGRAMME (DEPT. STORES)
Expected Results: DIRECT SALES/MARKET DEVELOPMENT/CONSUMER AWARENESS

Activity: HOTEL/RESTAURANT CANADA FOOD PROMOTION
Expected Results: CONSUMER AWARENESS/DIRECT SALES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: HERRING KOE MISSION TO JAPAN
Expected Results: DIRECT SALES/MARKET DEVELOPMENT

Activity: KOBE IMPORT FAIR (SEPT.89) (APPROVAL PENDING)
Expected Results: DIRECT SALES/CONSUMER AWARENESS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: OSAKA

Market: JAPAN

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SOLO FOOD SHOW (TWICE PER FISCAL YEAR)
Expected Results: NEW AGENCY AGREEMENTS/DIRECT SALES

Activity: PREPAR OF MKT PROF FOR SPECIES OF PARTICULAR INT TO CDN SUPPL.
Expected Results: IMPROVED KNOWLEDGE OF SECTOR/IDENTIFICATION OF NEW EXPORT OPPORTUNITIES

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: OSAKA

Market: JAPAN

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	25000.00 \$M	25000.00 \$M	26000.00 \$M	30000.00 \$M
Canadian Exports	125.00 \$M	150.00 \$M	156.00 \$M	180.00 \$M
Canadian Share of Market	0.50 %	0.60 %	0.60 %	0.60 %

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

Major Competing Countries

Market Share

JAPAN	60.00 %
UNITED STATES OF AMERICA	30.00 %
WEST EUROPE	8.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. DATA COMMUNICATIONS
2. INSTRUMENTATION
3. SOFTWARE
4. COMPUTERS, HARDWARE
5. TELECOMMUNICATIONS
6. NAVIGATION SYSTEMS
7. SPECIALIZED TESTING EQUIPMENT
8. OPTICAL (MEDICAL INSTRUMENTS)
9. ROBOTICS (VISION SYSTEMS)

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: OSAKA

Market: JAPAN

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Restrictive standards
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: JAPAN ELECTRONICS SHOW/MISSION (OSAKA)
Expected Results: ESTABLISH NEW AGENCY RELATIONSHIPS

Activity: SOFTWARE MISSION TO OSAKA (JAPAN)
Expected Results: DIRECT SALES/NEW AGENCY RELATIONSHIPS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: SUPPORT MARKETING ACTIVITIES OF CANADIAN COMPANIES
Expected Results: DIRECT SALES/NEW AGENCY RELATIONSHIPS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: OSAKA

Market: JAPAN

Projects or portions of major projects within this sector/sub-sector still in the planning stage which provide opportunities for Canadian suppliers:

KANSAI INTERNATIONAL AIRPORT

Approximate Value: 2 M\$

Financing Source :

Contact : PETER DRABBLE, OSAKA CONGEN

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: OSAKA

Market: JAPAN

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	804.00 \$M	1000.00 \$M	1200.00 \$M	1400.00 \$M
Canadian Exports	127.00 \$M	148.00 \$M	190.00 \$M	225.00 \$M
Canadian Share of Market	15.80 %	14.80 %	15.80 %	16.10 %

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

Major Competing Countries Market Share

UNITED STATES OF AMERICA	30.00 %
JAPAN	60.00 %

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

Products/services for which there are good market prospects:

1. REMANUFACTURED WOOD PRODUCTS
2. HARDWOOD LUMBER
3. HARDWOOD FLOORING
4. SOFTWOOD LUMBER (CUSTOM-CUT)
5. WOODEN DOORS AND WINDOWS
6. KITCHEN CABINETS
7. PANELLING
8. HARDWOOD FINGER JOINT MATERIAL
9. LOG CABIN

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: OSAKA

Market: JAPAN

Factors for Canadian exports not reaching market potential:

- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: KOBE CITY - CANADA VILLAGE PROJECT

Expected Results: ORGANIZE PROMOTION ASSOCIATED WITH COMPLETION OF PROJECT

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: KOBE CITY - CANADA VILLAGE PROJECT

Expected Results: EXCELLENT PROFILE FOR CDN WOOD & BUILDING PRODUCTS. DIRECT/SALES ESTABLISH NEW AGENCY RELATIONSHIPS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PREFABRICATED HOUSE BUILDERS - WOOD COMPONENT STUDY

Expected Results: IDENTIFICATION AND DISSEMINATION OF SIZES REQUIRED BY PREFAB BUILDERS

Activity: SURVEY OF BUILDING INTENTIONS BY LOCAL PUBLISH HOUSING CORP.

Expected Results: PHASE I TO IDENTIFY HOUSING CORPS. WHICH COULD ADOPT 2X4 AS CONSTRUCTION SYSTEM

Activity: CANADA MINI-HOME SHOW (INCOMING MISSION)

Expected Results: LOCATE AGENTS, DIRECT SALES FOR CDN EXPORTERS OF FINISHED AND SEMI-PROCESSED WOOD PRODUCTS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: OSAKA

Market: JAPAN

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: APPAREL (CLOTH, FUR, SHOES) TEXT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	415.00 \$M	415.00 \$M	405.00 \$M	425.00 \$M
Canadian Exports	12.00 \$M	15.00 \$M	16.00 \$M	16.00 \$M
Canadian Share of Market	2.90 %	3.60 %	4.00 %	3.80 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

WEST EUROPE	0.00 %
UNITED STATES OF AMERICA	0.00 %
TAIWAN	0.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. FUR GARMENTS
2. LEATHER GARMENTS
3. FASHION GARMENTS
4. ACCESSORIES
5. FUR SKINS

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Unsuitable product
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: OSAKA

Market: JAPAN

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: WORLD FASHION FESTIVAL (OSAKA) - MISSION & EXHIBIT (APPR PEND)
Expected Results: DIRECT SALES

Activity: KOBE IMPORT FAIR (SEPT.89) (APPROVAL PENDING)

Activity: OSAKA INTERNATIONAL TRADE FAIR

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: LOGIST SUPP FOR GARMENT MFGRS WHO USE MULTI-PURP ROOM FOR SH
Expected Results: DIRECT SALES/ESTABLISH AGENCY RELATIONSHIPS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: OSAKA

Market: JAPAN

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: PHARMACEUTICALS, BIOTECHNOLOGY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	380.00 \$M	356.00 \$M	360.00 \$M	380.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries	Market Share
WEST EUROPE	60.00 %
JAPAN	30.00 %
UNITED STATES OF AMERICA	10.00 %

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

Products/services for which there are good market prospects:

1. DIAGNOSTIC PRODUCTS
2. BIOLOGICAL PRODUCTS
3. RESEARCH SERVICES
4. VETERINARIAN DRUGS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Trade Fair activity

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Market prospects have not been adequately explored
- JAPAN REG APPROVAL
- MAY BE REQUIRED

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: OSAKA

Market: JAPAN

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: BIO'89
Expected Results: ESTABLISH AGENCY RELATIONSHIP

Activity: SEMINAR IN OSAKA (1ST PROPOSED)
Expected Results: ESTABLISH AGENCY RELATIONSHIP

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: DISTRIBUTION OF CANADIAN CAPABILITY CATALOGUE
Expected Results: MARKET AWARENESS/ESTABLISH AGENCY RELATIONSHIPS

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: OSAKA

Country: JAPAN

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (Including portfolio flows if a primary focus)

	Total (\$ Million)	Canadian Share	Major Competitor Share
Current year	5000.00	0.80	45.50
One year ago	7900.00	1.50	44.10
Two years ago	8000.00	2.00	45.00

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

TOTAL FOREIGN DIRECT INVESTMENT FROM TERRITORY IS ESTIMATED TO BE ABOUT 20% OF TOTAL JAP. INVESTMENT OVERSEAS. TOTAL FOREIGN INVESTMENT FLOW IS ESTIMATED TO GROW BY 20% TO \$60BILL. & THEREFORE FROM TERRITORY THIS AMOUNT TO \$12BILL. CDN SHARE IS ESTIMATED TO BE 2% OR 240MILL.

Canada's major competitors for investment from this territory/country are:

- UNITED STATES

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- US GOVT PROTECTIONIST POLICIES & TACTICS.
- STATE INVESTMENT PROMOTION ACTIVITIES CARRIED OUT BY LOCAL OFFICES (32 US STATE OFFICES IN JAPAN) TRANSPARENT INVESTMENT INCENTIVE PROGRAMMES & HIGH PROFILE PARTICIPATION BY STATE GOVERNORS.
- PROMOTION OF M & A SERVICES BY US BANKS & SECURITY COMPANIES

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: OSAKA

Country: JAPAN

Compared to major competitive destinations, Canada is perceived to have the following advantages:

- MOST PROFITABLE LOCATION OF PRODUCTION BASE FOR NA MKT ENTRY
- MOST PROFITABLE LOCATION OF PRODUCTION BASE FOR NA MKT ENTRY
- WORLD CLASS ADVANCED TECHNOLOGIES PROCESSED BY CDN INDUSTRY
- ABILITY TO SECURE ACCESS TO PROD. [NATURAL RESOURCE OR MFGD]
- ABILITY TO SECURE ACCESS TO PROD. [NATURAL RESOURCE OR MFGD]
- QUALITY OF LIFE IN CANADA

the following constraints:

- U.S. MKT 10 TIMES AS LARGE AS CDN MKT
- U.S. FAR BETTER UNDERSTOOD AS LOCATION FOR INVESTMENT THAN
- U.S. FAR BETTER UNDERSTOOD AS LOCATION FOR INVESTMENT THAN
- US GOVT PROTECTIONIST ACTIVITIST DRAW POTENTIAL INVESTORS
- US GOVT PROTECTIONIST ACTIVITIST DRAW POTENTIAL INVESTORS
- EXISTING JAPANESE INVESTMENT IN U.S. ACTS AS CRITICAL MASS
- EXISTING JAPANESE INVESTMENT IN U.S. ACTS AS CRITICAL MASS
- JAPANESE M & A ACTIVITIES FOCUSED ON U.S. CDN MKT GENERAL
- JAPANESE M & A ACTIVITIES FOCUSED ON U.S. CDN MKT GENERAL

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	HIGH
Greenfield	HIGH
Joint Venture	HIGH
Strategic Partnering	HIGH
Technology Licensing	MEDIUM

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RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: OSAKA

Country: JAPAN

The mission believes that the following sectors are of greatest interest to investors in its territory/country with an assigned ranking of 1-10:

Sector	Ranking
Agriculture/Food/Fish	5
Resource Processing	1
Machinery and Equipment	3
Transportation	6
Consumer Products	8
Commercial Service	1
Computer and Communications	7
Health Care Products/Medical	4
Aerospace and Defence	9
Strategic Technologies	2

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABROAD

Mission: OSAKA

Country: JAPAN

The mission has proposed the following investment promotion activities for the next fiscal year:

Date

Type: MISSION OUT, MINISTERIAL

SUPPORT ACTIVITIES ASSOCIATED WITH MIN. MISSIONS & ISTC
PROMOTIONAL ACTIVITIES

0/00

Location: TERRITORY

Invest Nature: GREENFIELD

JOINT VENTURE

STRAT. PART.

Sector: MULTIPLE SECTORS

Cooperants: VARIOUS

Estimated Budget: \$10,000.00

Type: SEMINAR, ABROAD

SECTOR SPECIFIC EXPERTS TO SPEAK AT SEMINAR[IS] & OTHER
SEMINAR SUPPORT ACTIVITIES

4/89

Location: TERRITORY

Invest Nature: GREENFIELD

JOINT VENTURE

STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: NOMURA SECURITIES

Estimated Budget: \$10,000.00

Type: MISSION IN, TO INDUSTRY

INVESTMENT SURVEY MISSION SUPPORT ACTIVITIES

6/89

Location: TERRITORY

Invest Nature: GREENFIELD

JOINT VENTURE

STRATEGIC PART

Sector: MULTIPLE SECTORS

Cooperants: NOMURA SECURITIES

Estimated Budget: \$20,000.00

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RPTD2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROGRAM ACTIVITIES IN MISSIONS ABROAD

Mission: OSAKA

Country: JAPAN

Date

Type: DIRECT MAIL CAMPAIGN

TRANSLATION/DISTRIBUTION, LOCAL COMMUNICATION ACTIVITIES

0/00

Location: TERRITORY

Invest Nature: GREENFIELD

JOINT VENTURE

STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: VARIOUS

Estimated Budget: \$2,500.00

Type: OUTCALL PROGRAM

TRANSLATION/DISTRIBUTION, LOCAL COMMUNICATION ACTIVITIES

0/00

Location: TERRITORY

Invest Nature: GREENFIELD

JOINT VENTURE

STAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: VARIOUS

Estimated Budget: \$2,500.00

ONGOING COOPERATE LIASON ACTIVITIES

0/00

Location: TERRITORY

Invest Nature: GREENFIELD

JOINT VENTURE

STRAT. PARTNER

Sector: MULTIPLE SECTORS

Cooperants: JAPANESE BANKS

Estimated Budget: \$15,000.00

Total estimated budget for all proposals:

\$60,000.00

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PURSUE HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE
Expected Results: SALES COULD MORE THAN DOUBLE IF DUTIES WERE LOWERED

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: SPECIAL PUBLICITY EVENTS TO PROMOTE SALES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: I.D. POTENTIAL COMPETITIVENESS OF NEW MARKET ENTRIES
Expected Results: TO MAINTAIN/INCREASE OUR SHARE OF THE MARKET

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: PHARMACEUTICALS, BIOTECHNOLOGY

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1734.00 \$M	2259.00 \$M	2364.00 \$M	2572.00 \$M
Canadian Exports	5.80 \$M	11.60 \$M	12.20 \$M	13.90 \$M
Canadian Share of Market	0.33 %	0.51 %	0.51 %	0.54 %

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

Major Competing Countries	Market Share
GERMANY WEST	30.00 %
UNITED STATES OF AMERICA	21.00 %
SWITZERLAND	16.00 %
UNITED KINGDOM	8.00 %
DENMARK	4.00 %
FRANCE	4.00 %

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

Products/services for which there are good market prospects:

1. DIAGNOSTIC KITS
2. HORMONES
3. ENZYMES AND REAGENTS
4. PEPTIDES
5. CULTURE MEDIUM
6. BIO-ACTIVE EXTRACTS
7. MAB DIAGNOSTICS
8. GROWTH FACTORS
9. VACCINES