



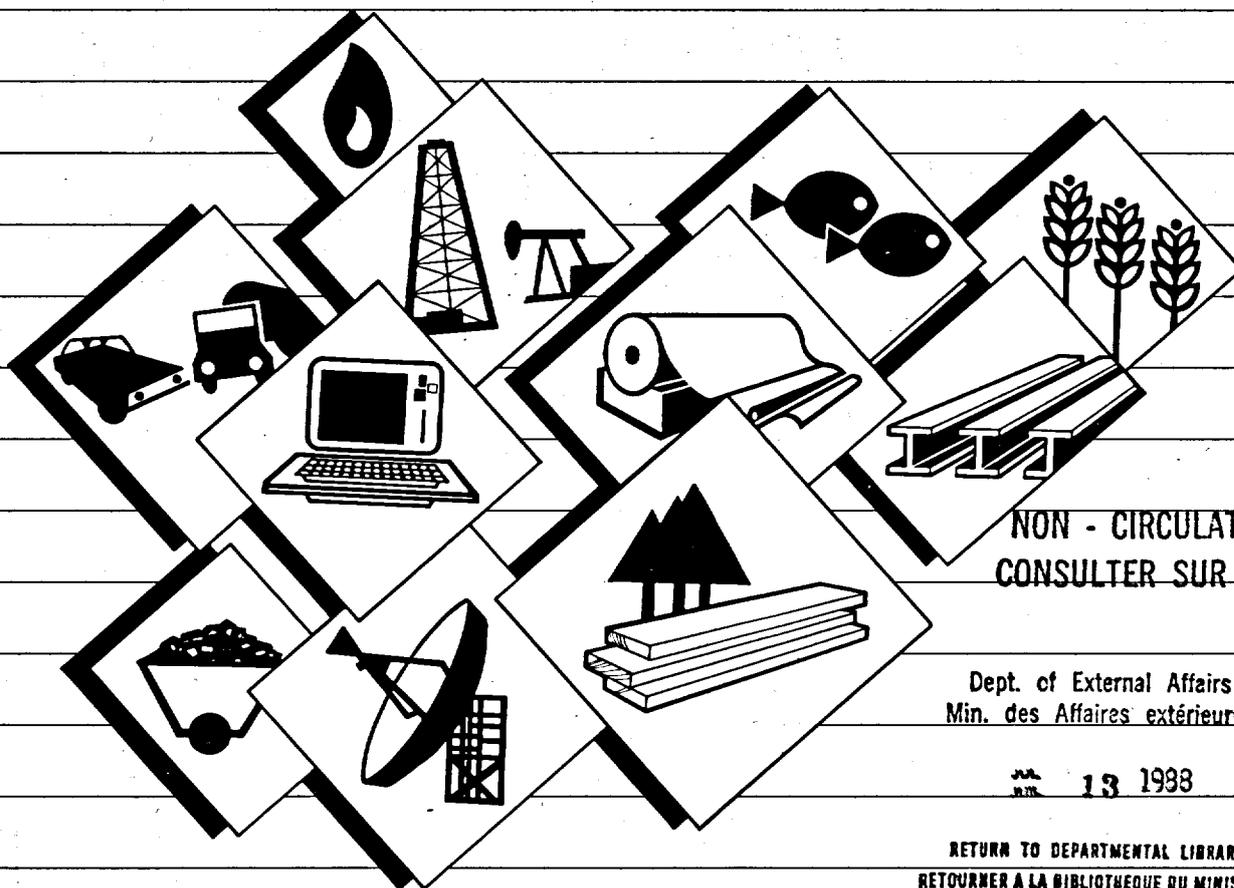
External Affairs  
Canada

Affaires extérieures  
Canada

**DRAFT**  
**GEOGRAPHICAL SYNOPSIS**  
**FOR CONSULTATION PURPOSES ONLY**

**ASIA AND PACIFIC**

**1988-89 EXPORT AND INVESTMENT PROMOTION  
OPERATIONAL PLAN**



**NON - CIRCULATING /  
CONSULTER SUR PLACE**

Dept. of External Affairs  
Min. des Affaires extérieures

13 1988

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**FEBRUARY 1988**

DEPARTMENT OF EXTERNAL AFFAIRS

Export and Investment Promotion Planning System

1988/89 Geographic Synopsis

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## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 List of missions/market covered in the following report

## MISSIONS

HONG KONG  
MANILA  
BANGKOK  
JAKARTA  
SHANGHAI  
PEKING  
KUALA LAMPUR

SINGAPORE  
SEOUL  
TOKYO  
ISLAMABAD  
NEW DELHI  
DHAKA  
OSAKA  
WELLINGTON  
MELBOURNE  
SYDNEY

CANBERRA

## MARKETS

HONG KONG  
PHILIPPINES  
THAILAND  
INDONESIA  
PEOPLE'S REP OF CHINA  
PEOPLE'S REP OF CHINA  
BRUNEI  
MALAYSIA  
SINGAPORE  
KOREA  
JAPAN  
PAKISTAN  
INDIA  
BANGLADESH  
JAPAN  
NEW ZEALAND  
AUSTRALIA  
AUSTRALIA  
NEW GUINEA  
AUSTRALIA

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 502 HONG KONG

Country: 189 HONG KONG

HONG KONG'S ECONOMIC PERFORMANCE IN 87 EXCEEDED THE MOST OPTIMISTIC PROJECTIONS FOR SEVERAL KEY INDICATORS. REAL GDP GROWTH IN 86 WAS AN IMPRESSIVE 11% OVER 85 & IS FORECAST TO INCREASE BY 10-12% IN 87. IN SPITE OF THE RECENT SETBACK OCCASIONED BY FALL OF THE STOCK MARKET HONG KONG STILL ENJOYS A BUOYANT ECONOMY & THE TRADE OUTLOOK CONTINUES TO BE POSITIVE. TOTAL 87 IMPORTS TO THE END OF SEPT WERE C\$45.8 BIL. WHICH REPRESENTED AN INCREASE OF SOME 39% WITH RE-EXPORTS ACCOUNTING FOR C\$22 BILLION OF THIS AMOUNT - AN INCREASE OF 51%. MERCHANDISE TRADE WHICH TRADITIONALLY INCREASES IN THE 4TH QUARTER IS EXPECTED TO AGAIN ACCELERATE TOWARD YEAR-END. IN 87 BILATERAL TRADE WITH CDA INCREASED BY 27% (C\$1.35 BIL. TO SEPT) WITH HONG KONG CONTINUING TO ENJOY A SURPLUS. HOWEVER CDN EXPORTS PARTICULARLY IN THE FIELDS OF AGRICULTURE & FOOD & COMMUNICATIONS & ELECTRONICS MADE IMPRESSIVE INROADS INTO THE MARKET IN 87 WHICH SHOULD RESULT IN A REDUCTION IN THE CURRENT DEFICIT OF C\$500M. IN FACT CDA'S EXPORT GROWTH OF 33% OUTSTRIPS HONG KONG'S GROWTH IN CDN EXPORTS WE REMAIN 23RD IN THE LIST OF SUPPLIERS BEHIND SUCH COUNTRIES AS BELGIUM ISRAEL SOUTH AFRICA & THE NETHERLANDS. AUSTRALIA IE EXPORTS 2.5 X & THE USA 16 X THE CDN FIGURE. MOST RECENT PROJECTIONS ARE FOR 88 GDP GROWTH OF 4.5% A DOWNGRADING FROM PRE-MARKET CRASH FIGURES. VOLUME OF PORT CONTAINER TRAFFIC IS PREDICTED TO GO UP BY 12-15%. THESE SUGGEST PROBABLE INCREASED IMPORTS IN THE RANGE OF 8-10%. CDA EXPECTS TO CONTINUE TO INCREASE ITS IMPORT SHARE AT RATES ABOVE THE LEVEL OF OVERALL MARKET GROWTH. HONG KONG IS A MARKET WITHOUT CURRENCY PROBLEMS LANGUAGE BARRIERS & TARIFF & NON-TARIFF BARRIERS. IT ENJOYS FIRST CLASS TRANSPORTATION & COMMUNICATION NETWORKS & SERVES AS THE LEADING CENTRE FOR ENTREPOT TRADE WITH THE PRC. AS HONG KONG IMPORTS VIRTUALLY EVERYTHING IT CONSUMES BOTH RAW MATERIAL & FINISHED GOODS THE OPPORTUNITY FOR CDN COMPANIES IS EXCELLENT. OTHER STRONG ECONOMIC FACTORS IN THE CDA/HONG KONG RELATIONSHIP INCLUDE SUBSTANTIAL INWARD INVEST FLOWS AN ACTIVE ENTREPRENEURIAL IMMIGRATION PROGRAM CONTINUED INCREASES IN INBOUND TOURISM AND A STRONG COOPERATIVE BUSINESS ASSOCIATION & CHAMBER OF COMMERCE. ON MACAU OUR MANPOWER RESOURCES LEAVE US TO DEAL WITH THIS MARKET PRIMARILY ON A RESPONSIVE BASIS. HOWEVER GIVEN THE VERY CLOSE LINKAGE WITH THE HONG KONG ECONOMY MANY OF THE MARKETING ARRANGEMENTS (APPOINTING AGENTS ARRANGING MARKET PROMOTIONS & THE LIKE) AUTOMATICALLY COVER MACAU AS WELL. HOWEVER WE FOLLOW THE MAJOR PROCUREMENTS BY THE MACAU GOV'T INCLUDING SEVERAL MAJOR ONES TO WHICH WE HAVE ALERTED CDN COMPANIES. THESE WILL BE FOLLOWED CLOSELY & FUTURE ONES IDENTIFIED.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

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

## 1. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: RAPIDLY INCREASING LOCAL ACCEPTANCE OF WESTERN FOODS & DISHES; INCREASING DISPOSABLE INCOME & ALLOCATION TO RESTAURANT MEALS; COMPETITIVE CDN PRODUCTS WHEN ADAPTED TO MKT HAVE PROVEN SUCCESSFUL.

## 2. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: DEREGULATION OF TELECOM MKT MAY RESULT IN INCREASED OPPOR; RECOVER MKT SHARE; INCREASED AWARENESS OF CDN CAPABILITIES HAS CREATED CUSTOMER INTEREST & PREPAREDNESS TO PURCHASE.

## 3. 015 CONSTRUCTION INDUSTRY

REASONS: RECENT INCREASE IN NUMBER CDN FIRMS ACTIVELY SELLING BUILDING PROD.; RECENT ENTRY OF CDN INTO SEVERAL BUILDING PRODUCTS SUBSECTORS; INCREASE IN COMMERCIAL CONSTRUCTION ACTIVITY IN HONG KONG.

## 4. 002 FISHERIES, SEA PRODUCTS &amp; SERV.

REASONS: VERY HIGH PER CAPITA CONSUMPTION OF ALL FISH/SEA PROD.; BIG DEMAND & PRICE TOLERANCE FOR PARTS REJECTED BY OTHER MKTS; HIGH DISPOSABLE INCOME (AS ABOVE); CDN VS US PROD. WHEN ADAPTED TO MKT PROVEN SUCCESSFUL

## 5. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: RESPONSIBILITY FOR SECURITY WILL BE SHIFTED FROM UK ARMY/NAVY TO POLICE FORCE. THIS MAY HAVE PROCUREMENT IMPLICATIONS WHICH MAY OPEN OPPORTUNITIES TO CDN COS. LOC. MKT IS LARGE AS ALL NEW CONSTRUC.

## 6. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: SIZE OF THIS MKT IS NOT KNOWN BUT POLLUTION CONTROL IS BECOMING AN INCREASINGLY IMPORTANT SUBJECT IN GOV'T & PRIVATE SECTOR. BY INTRODUCING CDN CONSULTANTS INTO MKT PLACE AT THE INITIAL PHASES OF MKT DEVELOP.

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

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 005 COMM. & INFORM. EQP. & SERV
4. 001 AGRI & FOOD PRODUCTS & SERVICE
5. 003 GRAINS AND OILSEEDS
6. 013 CONSUMER PRODUCTS

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3500.00M	\$ 3300.00M	\$ 3157.40M	\$ 2866.20M
Canadian Exports \$	50.00M	\$ 30.00M	\$ 16.50M	\$ 14.30M
Canadian Share of Import Market	1.40%	0.90%	0.50%	0.50%

## Major Competing Countries

## Market Share

i) 192 PEOPLE'S REP OF CHINA	046 %
ii) 577 UNITED STATES OF AMERICA	015 %
iii) 520 THAILAND	006 %
iv) 265 JAPAN	005 %
v) 011 AUSTRALIA	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) PORK & PORK PRODUCTS	\$ 125.80 M
ii) BEEF, FROZEN	\$ 93.90 M
iii) FRESH APPLES	\$ 31.70 M
iv) WHEAT	\$ 28.60 M
v) WHEAT FLOUR	\$ 28.60 M
vi) SAUSAGES FROZEN	\$ 24.70 M
vii) CANNED VEGETABLES	\$ 15.30 M
viii) CANNED FRUIT JUICES	\$ 13.20 M
ix) EDIBLE OFFALS (PORK)	\$ 11.70 M
x) EDIBLE OFFALS (BEEF)	\$ 11.60 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: MANY OPPORTUNITIES EXIST FOR FOOD SALES  
INTO MARKET

Approximate Value: \$ M

Financing Source: 012 DOM  
For further info. please contact:  
COMMISSION FOR CANADA

25/01/88

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Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOOD & BEVERAGE CDA MAR 87 PROVED TO BE SUCCESSFUL, WILL RUN AN IN-STORE PROM IN DCH'S FOOD SUPERMARKETS(30-35)FOR 8 WEEKS. ORGANIZING A FORTNIGHT CDN FOOD FEST. IN 4 JAPANESE SUPERMARKETS, 3 HOTELS, 2 WEST. RESTAURANTS, 2 CHINESE REST., 3 PUBS, FAST FOOD OUTLETS

Results Expected: C\$4,000,000

Activity: SUPPORT CANADIAN EXPORTERS WHO TOOK PART IN THE FOOD & BEVERAGE CANADA 87 ON A FOLLOW UP TRIP TO HONG KONG UNDER PEMD.

Results Expected: C\$ 500,000

Activity: TO ENCOURAGE LOCAL FOOD IMPORTERS TO ATTEND FOOD PACIFIC 88 HELD IN VANCOUVER

Results Expected:

## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

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

Activity: SINCE FOOD & BEVERAGE CANADA 87 WAS SO SUCCESSFUL, WE ARE PLANNING TO RUN A SOLO FOOD SHOW IN MARCH, 1989.

Results Expected: C\$5,000,000

Activity: ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS IN 1989.

Results Expected: C\$ 500,000

Activity: ORGANIZE AND COORDINATE BEEF PROMOTION IN HOTELS, IN COOPERATION WITH ALBERTA.

Results Expected: C\$ 300,000

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 021 FISH &amp; SHELLFISH &amp; OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	800.00M	\$ 720.00M	\$ 856.60M	\$ 636.60M
Canadian Exports \$	25.00M	\$ 15.00M	\$ 6.60M	\$ 4.70M
Canadian Share of Import Market	3.00%	2.00%	0.80%	0.70%

## Major Competing Countries

## Market Share

i) 192 PEOPLE'S REP OF CHINA	038 %
ii) 265 JAPAN	013 %
iii) 201 VIETNAM	009 %
iv) 198 MACAO	007 %
v) 011 AUSTRALIA	005 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) PRAWNS/SHRIMPS FROZEN	\$ 270.70 M
ii) SHARKS FINS DRIED	\$ 61.90 M
iii) MARINE WATERFISH FROZEN	\$ 28.50 M
iv) CRUSTACEANS NES FROZEN	\$ 25.50 M
v) SEA CUCUMBER DRIED	\$ 19.80 M
vi) SQUID DRIED	\$ 18.60 M
vii) MOLLUSCS NES FROZEN	\$ 13.50 M
viii) FISH FILLETS FROZEN	\$ 13.20 M
ix) SQUID FROZEN	\$ 8.90 M
x) OYSTER FRESH/FROZEN	\$ 1.80 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: MANY OPPORTUNITIES EXIST FOR SALES OF FISH PRODUCTS

Approximate Value: \$ M

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Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
  - HIGH OCEAN FREIGHT RATE AND ALSO INLAND TRANSPORTATION
  - UNABLE TO QUOTE C & F HONG KONG PRICES

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOOD PROMOTION IN DAH CHONG HONG MARCH THIS YEAR PROVED SUCCESSFUL. WILL RUN ANOTHER FOOD PROMOTION IN DAH CHONG HONG'S FOOD SUPERMARKETS (30-35) IN 1988 FOR 8 WEEKS.

Results Expected: C\$2,000,000

Activity: FOOD PROMOTION 88 - STARTING MARCH 1, 1988, 4 JAPANESE SUPERMARKETS, 3 HOTELS, 2 CHINESE RESTAURANTS, 2 WESTERN RESTAURANTS, 2 JAPANESE RESTAURANTS, 3 PUBS & FAST FOOD OUTLETS TO RUN A FORTNIGHT CDN FOOD FEST. DURING SAME PERIOD.

Results Expected: C\$ 300,000

Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO ENCOURAGE LOCAL FOOD IMPORTERS TO ATTEND FOOD PACIFIC 88 HELD IN VANCOUVER ON THEIR OWN EXPENSES.

Results Expected:

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

Activity: FOOD & BEVERAGE CANADA 87 PROVED SUCCESSFUL. WE PLAN TO HAVE ANOTHER SOLO FOOD SHOW IN 1989.

Results Expected: C\$3,000,000

Activity: ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS.

Results Expected: C\$ 400,000

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL &amp; ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	190.00M	\$ 156.00M	\$ 122.00M	\$ 93.00M
Canadian Exports \$	1.50M	\$ 0.20M	\$ 0.80M	\$ 0.40M
Canadian Share of Import Market	0.70%	0.10%	0.60%	0.40%

## Major Competing Countries

## Market Share

- i) 192 PEOPLE'S REP OF CHINA
- ii) 265 JAPAN
- iii) 434 TAIWAN
- iv) 051 UNITED KINGDOM
- v) 577 UNITED STATES OF AMERICA
- vi) 011 AUSTRALIA

039 %  
020 %  
006 %  
004 %  
004 %  
001 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) ANTI-TERRORISM DEVICES	\$ 0.00 M
ii) PERIMETER SECURITY	\$ 0.00 M
iii) CCTV, BLDG SECURITY	\$ 0.00 M
iv) VAULTS, SAFES, LOCKS	\$ 103.00 M
v) AIRCRAFT ENGINES, PARTS	\$ 144.00 M
vi) EMERGENCY TELECOMS	\$ 55.00 M
vii) RADARS, SURVEILLANCE	\$ 0.00 M
viii) PATROL VESSELS	\$ 15.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: SECURITY SYSTEMS FOR MORE THAN 15 NEW  
HOTELS

Approximate Value: \$ 20 M  
Financing Source: 012 DDM

For further info. please contact:  
HONG KONG

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Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: EQUIPPING OF RHK POLICE TO TAKE ON ROLE  
OF BRITISH ARMY DEPARTING HK

Approximate Value: \$ 50 M  
Financing Source: 012 DOM  
For further info. please contact:  
HONG KONG

iii) Project Name: RHK POLICE ANTI-TERRORIST MEASURES  
UPGRADING

Approximate Value: \$ 2 M  
Financing Source: 012 DOM  
For further info. please contact:  
HONG KONG

iv) Project Name: BANK SECURITY SYSTEMS (VARIOUS)

Approximate Value: \$ 10 M  
Financing Source: 012 DOM  
For further info. please contact:  
HONG KONG

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
BIAS TOWARD PROCUREMENT FROM TRADITIONAL MARKETS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP MARKET IDENTIFICATION EFFORTS OF NEW SUPPLIERS INTRODUCED AT HITEC 87. USE HITEC 88 TO IDENTIFY ADDITIONAL NEW SUPPLIERS.

Results Expected: WORK WITH AT LEAST 5 NEW SUPPLIERS IN ATTEMPT TO SECURE CUSTOMERS AND/OR DISTRIBUTORS.

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

Activity: MARKET STUDY FOCUSSED ON IDENTIFYING FULL EXTENT OF THE SECTOR, KEY CUSTOMERS/IMPORTERS/AGENTS, AND ANALYSE THE IMPACT OF THE SHIFT OF MAJOR SECURITY ACTIVITIES FROM UK ARMY/NAVY TO POLICE.

Results Expected: ATTEMPT TO SECURE FUNDING FOR STUDY; CONTRACT OUT STUDY AND EVALUATE AND REPORT RESULTS BY MID-1988

Activity: IDENTIFY AND INTRODUCE NEW SUPPLIERS TO THE MARKET, AND ASSIST THEM TO ESTABLISH EFFECTIVE DISTRIBUTORSHIPS

Results Expected: INTRODUCE AT LEAST 2 NEW SUPPLIERS

Activity: SECURE TDO ASSISTANCE IN INCLUDING HK IN ANY RELEVANT VISITS OR MISSIONS TO THE REGION

Results Expected: HOST AT LEAST ONE SUCH VISIT/MISSION AND USE IT TO HIGHLIGHT CANADIAN CAPABILITY.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2000.00M	\$ 2000.00M	\$ 1115.00M	\$ 945.00M
Canadian Exports \$	30.00M	\$ 13.80M	\$ 13.40M	\$ 16.80M
Canadian Share of Import Market	1.50%	0.70%	1.20%	1.70%

Major Competing Countries	Market Share
i) 265 JAPAN	041 %
ii) 434 TAIWAN	018 %
iii) 192 PEOPLE'S REP OF CHINA	017 %
iv) 577 UNITED STATES OF AMERICA	009 %
v) 051 UNITED KINGDOM	003 %
vi) 268 KOREA	003 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) LINE TELEPHONE, PABX	\$ 186.00 M
ii) RADIO EQUIPMENT	\$ 43.00 M
iii) RADIO TELEPHONES	\$ 20.00 M
iv) RADIO NAVIG. AIDS	\$ 7.00 M
v) TELECOM EQUIPMENT	\$ 48.00 M
vi) AERIALS AND REFLECTORS	\$ 30.00 M
vii) CABLE TV EQUIPMENT	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: RHK POLICE TELECOMS PROJECT  
Approximate Value: \$ 65 M  
Financing Source: 012 DOM 013 NFR  
For further info. please contact:  
HONG KONG

## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

## ii) Project Name: CABLE TV NETWORK SUPPLY

Approximate Value: \$ 200 M

Financing Source: 012 DOM 013 NFR

For further info. please contact:  
HONG KONG

## iii) Project Name: FIRE SERVICES 2ND GENERATION MOBILIZING SYSTEM

Approximate Value: \$ 15 M

Financing Source: 012 DOM 013 NFR

For further info. please contact:  
HONG KONG

## iv) Project Name: VARIOUS GOVERNMENT, PRIVATE TELECOMS

Approximate Value: \$ M

Financing Source: 012 DOM 013 NFR

For further info. please contact:  
HONG KONG

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TELECOMMUNICATIONS MARKET STUDY UNDER WAY TO STUDY IMPACT OF DEREGULATION, NEW PRODUCT AREAS (CABLE TV, DATA NETWORKS, ETC), (NTS)

Results Expected: WILL FORM BASIS FOR STRATEGY PAPER IN EARLY FY 88/89.

Activity: INTELLIGENCE GATHERING, AND STRATEGIC SUPPORT UNDERWAY FOR SEVERAL PROJECTS INCLUDING (A) POLICE TELECOMS (B) MOBILE DATA NETWORK (C) SATELLITE PROCUREMENT (D) CABLE TV SUPPLY CONTRACTS.

Results Expected: AT LAST TWO OF (A) THROUGH (D) WILL BE SECURED.

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

Activity: STRATEGY PAPER FOR A CANADIAN THRUST IN THE TELECOMS MARKET TO (A) RECOVER MARKET SHARE (B) CAPITALIZE ON ANTICIPATED DEREGULATION IN 1988-93

Results Expected: FOR SUBMISSION TO DOC, DEA AND DRIE IN JUNE 88.

Activity: FORM STRATEGIC LIAISONS, AND PROVIDE TIMELY INTELLIGENCE TO ENSURE AT LEAST ONE CANADIAN COMPANY SECURES A SUPPLY CONTRACT IN NEW CABLE TV NETWORK.

Results Expected: NETWORK PROVIDER TO BE SELECTED IN SPRING 88. SUPPLY CONTRACTS TO BE LET IN MID 88 TO LATE 89

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

Subsector: 054 COMPUTERS, SOFTWARE &amp; SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1680.00M	\$ 1550.00M	\$ 1265.00M	\$ 1408.00M
Canadian Exports \$	27.00M	\$ 18.00M	\$ 5.00M	\$ 7.90M
Canadian Share of Import Market	1.60%	1.20%	0.40%	0.60%

## Major Competing Countries

	Market Share
i) 577 UNITED STATES OF AMERICA	035 %
ii) 265 JAPAN	033 %
iii) 192 PEOPLE'S REP OF CHINA	009 %
iv) 434 TAIWAN	005 %
v) 467 SINGAPORE	004 %
vi) 051 UNITED KINGDOM	003 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

	Current Total Imports In Canadian \$
i) SOFTWARE (VARIOUS)	\$ 0.00 M
ii) SYSTEMS DESIGN	\$ 0.00 M
iii) PERIPHERALS	\$ 228.00 M
iv) COMPUTER PARTS & SUBSYST	\$ 465.00 M
v) DATACOM EQUIP, NETW.	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: LAND INFORMATION SYSTEM  
Approximate Value: \$ 10 M  
Financing Source: 012 DDM 013 NFR  
For further info. please contact:  
HONG KONG

## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: HOSPITALS INFORMATION SYSTEM  
 Approximate Value: \$ 10 M  
 Financing Source: 012 DOM 013 NFR  
 For further info. please contact:  
 HONG KONG

iii) Project Name: GOVERNMENT AND UNIVERSITY LIBRARY AUTO-  
 MATION  
 Approximate Value: \$ 20 M  
 Financing Source: 012 DOM 013 NFR  
 For further info. please contact:  
 HONG KONG

iv) Project Name: MACHINE READABLE PASSPORT ISSUANCE  
 Approximate Value: \$ 1 M  
 Financing Source: 012 DOM 013 NFR  
 For further info. please contact:  
 HONG KONG

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market

## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: INTELLIGENCE GATHERING AND STRATEGIC SUPPORT FOR SEVERAL PROJECTS INCLUDING (A) LAND COMPUTERIZATION (B) HOSPITALS COMPUTERIZATION (C) URBAN COUNCIL LIBRARY AUTOMATION (D) IMMIGRATION DEPT. MRP.

Results Expected: SECURE AT LEAST ONE SUCH CONTRACT

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

Activity: LOBBYING AND INTELLIGENCE GATHERING TO OBTAIN MAJOR GOVERNMENT SYSTEM DESIGN CONTRACT

Results Expected: SECURE AT LEAST ONE SUCH CONTRACT

Activity: IDENTIFYING & INTRODUCING STRONG CANADIAN SOFTWARE SUPPLIER INTO MARKET WITH (A) OWN OFFICES (B) HIGH PROFILE MARKETING THROUGH DISTRIBUTOR.

Results Expected: AT LEAST ONE CANADIAN COMPANY IN EACH OF (A) AND (B)

Activity: COSPONSORSHIP OF SOFTWARE EXHIBITION 88, AND/OR AUTOTECH 88, OR SIMILAR EVENTS (AT LEAST ONE)

Results Expected: LOCAL PUBLICITY OF CANADIAN PRODUCTS CANADIAN ENTRANTS IN SHOWS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

Sector: 013 CONSUMER PRODUCTS

Subsector: 131 APPAREL (CLOTH, FUR, SHOES) TEXT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	600.00M	\$ 500.00M	\$ 406.50M	\$ 309.60M
Canadian Exports \$	15.00M	\$ 11.00M	\$ 6.70M	\$ 5.60M
Canadian Share of Import Market	2.50%	2.20%	1.60%	1.80%

## Major Competing Countries

## Market Share

i) 051 UNITED KINGDOM	030 %
ii) 093 DENMARK	018 %
iii) 192 PEOPLE'S REP OF CHINA	017 %
iv) 577 UNITED STATES OF AMERICA	006 %
v) 128 GERMANY WEST	005 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) MINK SKINS RAW	\$ 172.60 M
ii) MINK SKINS TANNED/DRESSED	\$ 1.67 M
iii) OTHER FURSKINS TANNED/DRESSED	\$ 41.30 M
iv) OTHER FURSKINS RAW	\$ 25.60 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO SELECT GOOD POTENTIAL FURRIERS AND URGE THEM TO ATTEND THE FUR AUCTION SALES HELD IN TORONTO IN SPRING 1988 UNDER PEMD.

Results Expected: C\$15,000,000

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

Activity: TO CHOOSE ADDITIONAL FOR BUYERS TO ATTEND THE FUR AUCTION SALES HELD IN TORONTO IN SPRING 1989 UNDER PEMD.

Results Expected: C\$18,000,000

Activity: CONTINUE TO IDENTIFY HONG KONG FURRIERS REQUIRING PELTS AND PROVIDE NAMES TO CANADIAN SUPPLIERS.

Results Expected:

Activity: DUE TO INCREASED MARKET PENETRATION OVER LAST TWO YEARS, MAINTAINING CONTACTS AND ESTABLISHING NEW ONES WHICH ARE ESSENTIAL TO INCREASE MARKET SHARE.

Results Expected:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 151 BUILDING PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1500.00M	\$ 1450.00M	\$ 1230.00M	\$ 1000.00M
Canadian Exports \$	10.00M	\$ 6.00M	\$ 2.20M	\$ 1.30M
Canadian Share of Import Market	0.67%	0.42%	0.18%	0.13%

## Major Competing Countries

## Market Share

i) 192 PEOPLE'S REP OF CHINA	045 %
ii) 265 JAPAN	009 %
iii) 214 INDONESIA	007 %
iv) 434 TAIWAN	004 %
v) 467 SINGAPORE	003 %
vi) 577 UNITED STATES OF AMERICA	003 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PLYWOOD	\$ 138.00 M
ii) BUILDING GLASS	\$ 6.80 M
iii) FIBERGLASS	\$ 24.20 M
iv) BUILDERS WOODWORK	\$ 21.00 M
v) MIRROR GLASS SHEETS	\$ 12.20 M
vi) GYPSUM BOARD	\$ 7.00 M
vii) CLADDINGS, STEEL	\$ 104.00 M
viii) CLADDINGS, ALUMINIUM	\$ 13.50 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: HONG KONG INT'L TRADE CENTER PROJECT  
Approximate Value: \$ 800 M  
Financing Source: 012 DOM  
For further info please contact:

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## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: MULTI-COMPLEX PROJECTS OF SWIRE GORUP AT VICTORIA BARRACKS SITE

Approximate Value: \$ 500 M

Financing Source: 012 DOM

For further info. please contact:

COMMISSION FOR CDA, H. K. AND EXTOTT/PNC

iii) Project Name: NEW STANDARD CHARTERED BANK PROJECT

Approximate Value: \$ 300 M

Financing Source: 012 DOM

For further info. please contact:

COMMISSION FOR CDA, H. K. AND EXTOTT/PNC

iv) Project Name: TATE CAIRN TUNNEL PROJECT

Approximate Value: \$ 240 M

Financing Source: 012 DOM

For further info. please contact:

COMMISSION FOR CDA, H. K. AND EXTOTT/PNC

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

AGRESSIVE SALES FOLLOW UP REQUIRED

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE MAIL CAMPAIGNS WITH TECHNICAL LITERATURE.

Results Expected:

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

Activity: CULTIVATE CLOSE RELATIONSHIP WITH DEVELOPERS ARCHITECTURAL/ENGINEERING FIRMS AND HONG KONG GOVERNMENT DEPTS./OFFICIALS BY FREQUENT VISITS AND CONTACTS.

Results Expected: 1988: C\$12M  
1989: C\$13M

Activity: ALERT SUITABLE CANADIAN SUPPLIERS TO OPPORTUNITIES OF SUPPLYING TO PROJECTS IN THIS TERRITORY AND PROVIDE THEM WITH IMPORTANT MARKET INFORMATION, INCLUDING SPECS & BID DOCUMENTS.

Results Expected:

Activity: MATCH UP HONG KONG DEVELOPERS, ARCHITECTURAL/ENGINEERING FIRMS WITH SUITABLE CANADIAN SUPPLIERS.

Results Expected:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 40.00M	\$ 30.00M	\$ 20.00M
Canadian Exports \$	3.00M	\$ 0.50M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 051 UNITED KINGDOM	000 %
ii) 265 JAPAN	000 %
iii) 577 UNITED STATES OF AMERICA	000 %
iv) 609 EUROPEAN COMMON MARKET C	000 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

5-15 \$M

## Current status of Canadian exports:

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) TOXIC WASTE DISPOSAL	\$ 0.00 M
ii) REFUSE DISPOSAL	\$ 0.00 M
iii) BIOLOGICAL WASTE TREATMENT	\$ 0.00 M
iv) WASTE INCINERATION	\$ 0.00 M
v) ENVIRONMENTAL PLANNING	\$ 0.00 M
vi) SPEC SEWAGE TREATMENT	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: TWO MAJOR NEW SANITARY LANDFILL SITES  
Approximate Value: \$ 10 M  
Financing Source: 013 NFR 012 DOM  
For further info. please contact:  
HONG KONG

ii) Project Name: RURAL REFUSE CORRECTION SYSTEM  
Approximate Value: \$ 5 M

Financing Source: 013 NFR 012 DOM  
For further info. please contact:  
HONG KONG

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Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: TOXIC/HAZARDOUS WASTE DISPOSAL FACILITY  
Approximate Value: \$ 20 M  
Financing Source: 013 NFR 012 DOM  
For further info. please contact:  
HONG KONG

iv) Project Name: SOLID AND LIQUID WASTE DISPOSAL FACILITIES (VARIOUS)  
Approximate Value: \$ 50 M  
Financing Source: 013 NFR 012 DOM  
For further info. please contact:  
HONG KONG

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
TRADITIONAL BIAS TOWARD BRITISH STANDARDS AND TECHNOLOGY.  
STRONG PRESENCE OF BRITISH AND INTERNATIONAL FIRMS LOCALLY.  
NEED TO ESTABLISH LOCAL PRESENCE THROUGH JOINT VENTURES.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MARKET STUDY UNDERWAY TO ANALYSE OPPORTUNITIES FOR ENVIRONMENTAL CONSULTANTS IN HK, IDENTIFY MAJOR IMPORTERS OF EQUIPMENT, AND DEVELOP STRATEGY FOR PENETRATING MARKET.

Results Expected: STUDY TO BE COMPLETED IN MARCH 88. STRATEGY PAPER TO BE SUBMITTED BY JUNE 88.

Activity: IDENTIFICATION AND INTRODUCTION OF NEW CONSULTANTS TO MARKET.

Results Expected: INTRODUCE AND ASSIST AT LEAST 3 BY END OF FY 87/88.

Activity: SENSITIZE DEA, OGD AND PROVINCES TO OPPORTUNITIES IN THIS POORLY DEFINED SECTOR.

Results Expected: MEET WITH DRIE, ENVIROCAN, DEA, COUNCIL OF MUNICIPALITIES, SEVERAL PROVINCES

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

Activity: IDENTIFY AND INTRODUCE NEW CONSULTANTS TO THE MARKET THROUGH (A) ATTENDANCE AND SPEAKING AT LOCAL CONFERENCE (B) SOURCING IN CDA FOR SPECIFIC PROVINCES.

Results Expected: SECURE ATTENDANCE BY CANADIAN AT POLMET 88. SECURE OPPORTUNITY FOR CANADIANS TO BID ON LOCAL CONTRACTS.

Activity: IDENTIFY LOCAL CONSULTANTS PREPARED TO WORK IN JOINT VENTURE WITH CANADIAN FIRMS.

Results Expected: MATCH INTERESTED LOCAL COYS TO APPROPRIATE CANADIAN PARTNERS.

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Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

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

Activity: ATTRACT HIGH PROFILE VISITOR(S) OR MISSIONS TO HK IN COURSE OF REGIONAL TRIP.

Results Expected: AT LEAST 1 SUCH VISIT TO HELP PUBLICIZE CANADIAN TECHNOLOGY

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 502 HONG KONG

Country: 189 HONG KONG

## Highlights of Investment Environment

Estimated Value Of Equity Investment  
In Canada From This Post Territory:

\$ 12 000.00 M

Estimated Value Of Annual Direct Equity  
Investments To All Destinations From  
This Post Territory:

\$ 7 500.00 M

Country Destinations Of Direct  
Equity Investment From Post  
TerritoryEstm. Value  
\$ CDN% Of Annual Direct Equity  
Investment Outflows By  
Category Of Investors

1. 577 UNITED STATES OF AMERICA	\$ 5 000.00 M	1. Corporations : 50.00 %
2. 075 CANADA	\$ 1 500.00 M	2. Institutional : 5.00 %
3. 011 AUSTRALIA	\$ 1 000.00 M	3. Entrepreneurs : 15.00 %
4.	\$ . M	4. Immigrant Entr.: 30.00 %

The Mission Has Reported Factors That Tend To Change  
Outward Flows Of Investment From The Post Territory Including:

- Capital Flight Associated With Political Uncertainty
- Capital Flight Associated With Economic Uncertainty
- Emigration
- Corporate Expansion To Seek New Markets
- Corporate Expansion To Serve Better Existing Markets
- Large Capital Pools Seeking Investment Outlets Abroad (e.g. Oil States)

The Mission Reports That Investors From The Post Territory Who Invest Abroad  
In Manufacturing Tend To Invest In The Following Sector(s) Subsector(s)

## -SECTOR(S)-

1. 013 CONSUMER PRODUCTS
2. 006 ELECTRONICS EQUIP. & SERV
3. 005 COMM. & INFORM. EQP. & SERV

## -SUBSECTOR(S)-

- 131 APPAREL (CLOTH, FUR, SHOES) TEXT
- 063 CONSUMER ELECTRONICS
- 053 TELECOMMUNICATIONS (INC SPACE)

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 502 HONG KONG

Country: 189 HONG KONG

Equity Propensity Of Key Sources Of Investment From This Territory

Corporations : 100% Ownership Of Existing Corporate Facility  
 Institutional :  
 Entrepreneurs : Start-up Investment To Create New Enterprise (100% Ownership)  
 Immigrant Entr.: Partial Ownership Of Existing Corporate Facilities With Direct  
 Involvement In Day-to-Day Operations

Sector Preferences By Type Of Key Investors

Corporations : Services  
 Institutional : Portfolio Investment  
 Entrepreneurs : Real-Estate  
 Immigrant Entr.: Real-Estate

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Actipicipated Results.

Sector : 006 ELECTRONICS EQUIP. & SERV  
 Subsector: 063 CONSUMER ELECTRONICS

Reason(s):  
 HIGH-TECH CAPABILITIES & SKILLED OPERATIONS/LABOUR CDA COUPLED WITH  
 VAST CONSUMER ELECTRONICS MFG IN HONG KONG. HIGHER PRIORITY THAN 2  
 BECAUSE OF LESS POTENTIAL PROTECTIONIST PRESSURE.

Program Plans:  
 INITIATE CONTACTS BASED ON MKT KNOWLEDGE & PERSONAL ACQUAINTANCES (IN  
 & OUT CALLS) TO INCREASE AWARENESS OF INVESTMENT PROGRAM & IDENTIFY  
 POTENTIAL INVESTORS.

Anticipated Results: 5-15% OF CONTACTS WILL INVEST; IMPOSSIBLE  
 TO QUANTIFY IN DOLLARS OR JOBS CREATED IN  
 CDA.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 502 HONG KONG

Country: 189 HONG KONG

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.

Sector : 013 CONSUMER PRODUCTS  
Subsector: 131 APPAREL (CLOTH, FUR, SHOES) TEXT

Reason(s):

HONG KONG'S LARGEST & MOST PROFITIC INDUSTRY & GREATERST SINGLE-SECTOR SOURCE OF INVESTMENT ENQUIRIES. LOWER PRIORITY THAN 1 AS IT IS ALSO PROPELLED BY NEED TO MOVE OUT OF TERRITORY REF EXISTING PROTEC. PRESS.

Program Plans:

PURSUE ACTIVELY ONGOING DIRECT MAIL EXERCISE SECTOR BY SECTOR.

Anticipated Results: 5-25% OF CONTACTS WILL INVEST: DITTO 1

Sector : 005 COMM. & INFORM. EQP. & SERV  
Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Reason(s):

GREAT SPECIALIST AVAIL. IN CDA COUPLED WITH MFG FAMILIARITY IN HK; MORE ACTIVE PROMO. IN TERR. CAN STIMULATE GREATER INTEREST. INDUS. IS EASY TO AUTOMATE & PROLIFERATE INTO WIDE VARIETY OF APPL. ENERGY &

Program Plans:

ORGANIZE INFORMATION MEETINGS WITH TRADE & INDUSTRIAL ASSOCIATION.

Anticipated Results: 1-10% OF (INDIRECT) CONTACTS WILL INVEST:  
DITTO 1

Sector : 017 SERVICE INDUSTRIES  
Subsector: 181 TOURISM

Reason(s):

BUILDING OR ACQUIRING DOWNTOWN MAJOR URBAN HOTELS HAS GREAT APPEAL IN HK. THERE IS HINT OF SUCCESS ON HORIZON OF SMALLER CITY & RESORT DEVELOPMENT PROJECTS. PREPONDERANCE & OUR MAIN PROMO. THRUST WILL REMAIN

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 502 HONG KONG

Country: 189 HONG KONG

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.

Sector : 017 SERVICE INDUSTRIES

Subsector: 181 TOURISM

Program Plans:

GIVE INFORMATION ADDRESSES TO MEETINGS OF INFLUENTIAL BUSINESS PERSONS/INDUSTRIALISTS TO INFORM HONG KONG COMMUNITY OF PROGRAM/SERVICES AVAILABLE.

Anticipated Results: 5-10% OF CONTACTS WILL INVEST: DITTO 1

Sector : 015 CONSTRUCTION INDUSTRY

Subsector: 153 ARCHITECT, CONSTRUCT SERVICES

Reason(s):

REAL ESTATE (R/E) IS & WILL REMAIN FOR SOME TIME THE LARGEST \$ VALUE INVESTMENT FROM HK IN CDA. WHILE PASSIVE IN PROMOTING R/E PER SE WE SHALL ACTIVELY ENCOURAGE SECTOR ACTIVITIES WHICH CREATE JOBS. EG

Program Plans:

RESPOND TO INITIATIVES BY HONG KONG BUSINESS PERSONS & INDUSTRIALISTS.

Anticipated Results: 15-25% OF CONTACTS WILL INVEST: DITTO 1

Other Investment Program Plans

Activity(ies):

INCREASE JOINT INVESTMENT PROMOTION ACTIVITIES WITH PROV. OFFICES CAPITALIZING ON VISITING PROVINCIAL & MAJOR MUNICIPAL REPRESENTATIVES FROM CDA.

Anticipated Results: SIGNIFICANT BECAUSE OF 2 OR 3 LEVELS OF GOV'T BEING INTERESTED & WORKING TOWARDS CONCLUDING SUCCESSFUL PROJECTS; THIS IS BORNE OUT IN THE PREVIOUS YEAR.

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 502 HONG KONG

Country: 189 HONG KONG

**Other Investment Program Plans**

**Activity(ies):**

WORK CLOSELY WITH CDN & OTHER LEGAL FIRMS BANKS & ACCOUNTANTS IN HONG KONG WITH A VIEW TO ACCELERATING PROFESSIONAL ASSISTANCE PROVIDED BY THEM TO INVESTORS.

Anticipated Results: 15-20% OF ENQUIRIES PURSUED SHOULD RESULT  
IN INVESTMENT: DITTO 1:1

**Activity(ies):**

HOLD MEETINGS WITH PROFESSIONALS 2. II TO ASSESS PROGRESS OF INVESTMENT ENQUIRIES & TO ENSURE LEVEL OF ASSISTANCE IS EFFECTIVE FREQUENCY IN PROPORTION TO LEVEL OF SUPPORT THEY GIVE TO INVESTMENT PROGRAM.

Anticipated Results: N/A

DATE: 88/01/25

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Report: 84 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 502 HONG KONG

Country: 189 HONG KONG

Investment Promotion Activities Proposals

Type Of Event: 010 MINISTERIAL MISSION

Description: INVESTMENT PROMOTION PORTION OF MIN. VISITS  
Priority: 2 Date: 00/88  
Sector: 999 MULTIPLE SECTORS  
Sub-Sector: 999 ALL SUB-SECTORS  
Location: HONG KONG

Type Of Event: 040 DIRECT MAIL CAMPAIGN

Description: TARGET MAILING BY INDUSTRIAL SECTOR  
Priority: 4 Date: 00/88  
Sector: 999 MULTIPLE SECTORS  
Sub-Sector: 999 ALL SUB-SECTORS  
Location: HONG KONG

Type Of Event: 050 SEMINARS

Description: PROFESSIONAL SEMINARS  
Priority: 5 Date: 00/88  
Sector: 999 MULTIPLE SECTORS  
Sub-Sector: 999 ALL SUB-SECTORS  
Location: HONG KONG

Description: ONE-ON-ONE MEETINGS  
Priority: 1 Date: 00/88  
Sector: 999 MULTIPLE SECTORS  
Sub-Sector: 999 ALL SUB-SECTORS  
Location: HONG KONG

Type Of Event: 072 OUTGOING MISSION

Description: BRIEFING & ASSISTING CDN BUSINESS PERSONS/INVEST  
Priority: 3 Date: 00/88  
Sector: 999 MULTIPLE SECTORS  
Sub-Sector: 999 ALL SUB-SECTORS  
Location: HONG KONG

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 502 HONG KONG		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS FOOD & BEVERAGE SOLD	HONG KONG	0389
024 MISSION INCOMING MINK FOR BUYERS MISSION	TORONTO	0189
	HONG KONG	0189
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING SECURITY PRODUCTS MISSION	HONG KONG	1188
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
010 FAIRS BUILDING SERVICES ASIA 88	HONG KONG	1288
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
020 MISSION OUTGOING ENVIRONMENTAL MISSION	HONG KONG	0688
Type of Event	Location	Date

Promotional projects proposed for the two following fiscal years.

Mission: 502 HONG KONG		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS HOFEX '90		0590
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING SOFTWARE MISSION	HONG KONG	0489
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS FURNITURE '89	HONG KONG	1189
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS IBEX 89	HONG KONG	0689

Export and Investment Promotion Planning System

Type of Event

Location

Date

Promotional projects proposed for the two following fiscal years.

Mission: 502 HONG KONG

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

020 MISSION OUTGOING

ENVIRONMENTAL PROTECTION EX/MISSION - SOLO

HONG KONG

1089

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 503 MANILA

Country: 431 PHILIPPINES

DESPITE THREATS FROM BOTH LEFT (COMMUNIST INSURGENCE) AND RIGHT (MARCOS LOYALISTS AND DISGRUNTLED MILITARY), THE AQUINO GOVT HAS MANAGED TO SURVIVE. THE PRESIDENT'S CONTINUING POPULARITY WAS DEMONSTRATED BY HER CANDIDATES' OVERWHELMING VICTORIES IN THE CONGRESSIONAL ELECTIONS AND THE EASY RATIFICATION OF THE NEW CONSTITUTION. THE GOP HAS BEEN SUCCESSFUL IN DISMANTLING THE MONOPOLIES IN THE COCONUT, SUGAR AND OTHER INDUSTRIES AND IS MAKING GOOD PROGRESS IN ITS PRIVATIZATION, DEREGULATION AND IMPORT LIBERALIZATION EFFORTS. AGREEMENT IN PRINCIPLE HAS BEEN REACHED WITH PRIVATE AND OFFICIAL CREDITORS FOR RESCHEDULING PRINCIPAL AND INTEREST PAYMENTS ON A MAJOR PORTION OF THE COUNTRY'S ESTIMATED \$29 BILLION EXTERNAL DEBT. SERVICING THE DEBT WILL STILL ABSORB 40% OF THE NATIONAL BUDGET AND 45% OF EXPORT EARNINGS. TO HELP REDUCE DEBT THE GOP HAS COME UP WITH SOME INNOVATIVE DEPT TO EQUITY SWAP MECHANISMS. INVESTMENTS (LOCAL AND FOREIGN) INCREASED BY APPROX. 10% IN FIRST HALF OF '87 AND A NEW INVESTMENT CODE WAS PASSED INTO LAW EARLIER THIS YEAR. THE MAJOR IMPEDIMENTS TO GREATER INVESTMENT ARE: THE PERCEIVED POLITICAL INSTABILITY, LABOUR UNREST AND OWNERSHIP LIMITATIONS. MOST FOREIGN INVESTORS WANT FULL CONTROL OVER THEIR LOCAL INVESTMENTS WHICH IS NOW RESTRICTED BY THE EQUITY LIMITATIONS (40% FOREIGN, 60% LOCAL FOR MOST SECTORS) IN THE NEW CONSTITUTION. SOME CHANGES MAY BE REQUIRED. DURING THE FIRST HALF OF 1987, REAL GROWTH IN GNP REACHED 5.1% AND MOST ECONOMISTS ARE PREDICTING AN ANNUAL RATE OF 4% TO 6%. THE GROWTH IS BEING LED BY CONSUMER DEMAND WHICH IN TURN IS GENERATED BY HIGHER COMMODITY PRICES (COCONUT, GOLD, COPPER) AND THE GOP'S PUMP PRIMING EFFORTS, AND ELECTION SPENDING. CONTINUED GROWTH MUST COME FROM PRIVATE INVESTMENT AND PARTICULARLY IN THE EXPORT SECTOR IN ORDER TO GENERATE FOREX FOR INCREASING IMPORTS. IMPORTS ARE UP BY 21% IN THE FIRST HALF OF 1987 OVER 1986. INCREASINGLY ODA INFLOWS ARE BEING APPLIED TO PROJECT IMPLEMENTATION RATHER THAN SIMPLE BOP SUPPORT. AS PART OF THE RESCHEDULING WITH PRIVATE BANK CREDITORS, THE GOVT IS EXPECTING THE RENEWAL OF A \$(1-2) BILLION REVOLVING TRADE CREDIT FACILITY AND ADDITIONAL FOREIGN BORROWING OF APPROX. \$1 BILLION IN 1988. PROSPECTS FOR CDN TRADE HAVE IMPROVED CONSIDERABLY. 1987 CDN EXPORTS ARE UP BY A 113% OVER THE FIRST 6 MONTHS OF 1986. SIX CPPF FUNDED FEASIBILITY STUDIES WERE APPROVED AND THE PROVISION OF COMMODITIES UNDER THE CIDA BILATERAL PROGRAM HAVE ALREADY TOTALLED \$15 MILLION (DELIVERED OR CONTRACTED). THE CWB IS AGAIN SELLING MILLING WHEAT AND FEED GRAINS TO PHILIPPINE FEED AND FLOUR MILLERS. EDC IS BACK ON COVER FOR THE PHILIPPINES AND CDN COS ARE PURSUING OPPORTUNITIES IN SEVERAL LARGE CAPITAL PROJECTS (CALACA II THERMAL POWER STATION, PLDT TELEPHONE EXPANSION PROG

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 503 MANILA

Market: 431 PHILIPPINES

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

## 1. 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

REASONS: BECAUSE OF SERIOUS POWER SHORTAGES (CAUSED BY MOTHBALLING OF NUCLEAR PLANT AND INCREASING DEMAND), THIS SECTOR ENJOYS HIGHEST PRIORITY OF GOVT. MANY PROJECTS ON HORIZEN ATTRACTING I. F. I. AND BILATERAL EXPORT

## 2. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: MAJOR EXPANSION OF METRO MANILA NETWORK TO BEGIN SOON. BACKBONE NETWORK THROUGHOUT COUNTRY IN NEED OF UPDATING/EXPANSION AND MAJOR EFFORT UNDERWAY BY GOVT TO INCREASE SERVICE TO RURAL AREAS. SATELLITE AND

## 3. 999 MULTIPLE SECTORS

REASONS: ADB PROCUREMENT TOTALS OVER \$1 BILLION ANNUALLY; MUCH OF IT IN SECTORS WHERE CDA HAS GOOD CAPABILITY I. E. (ENERGY/POWER, TRANSPORTATION AND COMM). ALL PROCUREMENT UNDER I. C. B. RULES. PAYMENT IS GUARANTEED.

## 4. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: AGRICULTURAL PRODUCTION FOR LOCAL AND FOREIGN MARKETS EXPANDING RAPIDLY. AGRI MONOPOLIES IN SUGAR, COCONUT AND BANANA HAVE BEEN DISBANDED AND COMBINED WITH INCREASING CONSUMER DEMAND HAVE LED TO

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

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 012 PETROCHEM & CHEM PROD, EQP, SERV
3. 003 GRAINS AND OILSEEDS
4. 001 AGRI & FOOD PRODUCTS & SERVICE

## Export and Investment Promotion Planning System

BB/B9 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 503 MANILA

Market: 431 PHILIPPINES

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	570.00M	\$ 530.00M	\$ 480.00M	\$ 400.00M
Canadian Exports \$	25.00M	\$ 20.00M	\$ 7.80M	\$ 3.90M
Canadian Share of Import Market	4.30%	3.80%	1.60%	0.90%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	035 %
ii) 577 UNITED STATES OF AMERICA	030 %
iii) 609 EUROPEAN COMMON MARKET C	020 %
iv) 553 UNION OF SOVIET SOC REP	005 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) POATASH/UREA	\$ 16.90 M
ii) FEED BARLEY, FEED WHEAT, CANOLA MEAL	\$ 10.00 M
iii) MILK PRODUCTS	\$ 2.08 M
iv) SWINE&CATTLE STOCK	\$ 0.39 M
v) VET PRODUCTS	\$ 0.39 M
vi) FOOD HANDLING/PROCESSING EQUIPMENT	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: PRAWN PROCESSING PLANT-NEGROS  
Approximate Value: \$ 2.0 M  
Financing Source: 023 EDC  
For further info. please contact:  
EMBASSY TLX; 75063676 DOMCAN PN

ii) Project Name: BEEF CATTLE RE-STOCKING PROGRAM  
Approximate Value: \$ 3.0 M

Financing Source: 006 ASDB  
For further info. please contact:  
EMBASSY TLX: 7506367

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Export and Investment Promotion Planning System

MISSION: 503 MANILA

COUNTRY: 431 PHILIPPINES

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MAINTAIN CLOSE CONTACT WITH NFAC & MAJOR UREA TRADERS TO DETERMINE FURTHER MARKET INTEREST & CO-OPERATE WITH CIDA RE POSSIBLE BOP AID IN FORM OF UREA

Results Expected: POSSIBLE ADDITIONAL UREA SALES

Activity: CONTINUED CLOSE LIAISON WITH SWINE BREEDERS & ENCOURAGE & ASSIST THEIR TRAVEL TO CANADA. MAINTAIN CLOSE CONTACTS WITH FEED MILLERS.

Results Expected: CONTINUING SALES (200-300 HEAD/YR) & POSSIBLY CANOLA MEAL AS FEED COMPONENT. ADDITIONAL FEED WHEAT FEED BARLEY SALES

Export and Investment Promotion Planning System

MISSION: 503 MANILA

COUNTRY: 431 PHILIPPINES

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP ASEAN FOOD PACKAGING & PROSSESSING MISSION TO CANADA IN FALL 87.

Results Expected: INTRODUCTION OF ONE OR MORE CANADIAN SUPPLIERS TO MARKET.

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

Activity: MONITOR CLOSELY POLICIES OF THE DEPT. OF AGRICULTURE ON POSSIBLE 10M CATTLE RESTOCKING PROGRAM.

Results Expected: POSSIBLE MARKET FOR 1600 HEAD OF CATTLE PER YEAR

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 503 MANILA

Market: 431 PHILIPPINES

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 35.00M	\$ 22.00M	\$ 20.00M
Canadian Exports \$	50.00M	\$ 0.70M	\$ 0.40M	\$ 0.60M
Canadian Share of Import Market	25.00%	2.00%	1.90%	3.00%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	060 %
ii) 265 JAPAN	015 %
iii) 577 UNITED STATES OF AMERICA	010 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospectsCurrent Total Imports  
In Canadian \$

i) SWITCHING EQPT.	\$ 0.40 M
ii) MULTI-ACCESS RADIOS	\$ 0.00 M
iii) CELLULAR TELEPHONES	\$ 0.00 M
iv) CONSULTING SERVICES	\$ 0.50 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: PLDT X-5 EXPANSION PROGRAM

Approximate Value: \$ 300 M

Financing Source: 023 EDC

For further info. please contact:

M. R. MACELLAN EMB. MANILA

ii) Project Name: RURAL TELECOM EXPANSION

Approximate Value: \$ 100 M

Financing Source: 011 CIDA 023 EDC

For further info. please contact:

M. R. MACLELLAN EMB MANTIA

## Export and Investment Promotion Planning System

MISSION: 503 MANILA

COUNTRY: 431 PHILIPPINES

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
FIERCE COMPETITION FROM JAPANESE AND GERMAN SUPPLIERS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: COORDINATION WITH CIDA FOR ALLOCATION OF COMPONENT OF BILATERAL AID PROGRAM DEVOTED TO TELECOMMUNICATIONS

Results Expected: \$5-\$10M IN EGPT & SERVICES CONTRACTS

Activity: MAINTAIN CLOSE CONTACTS WITH MOTC, NTC, BUTEL, PLDT, PAFTEL MEMBERS & OTHER PRIVATE SECTOR COS. MONITOR & REPORT ALL POLICY & STRUCTURAL CHANGES.

Results Expected: EARLY IDENTIFICATION OF EXPORT OPPORTUNITIES FOR TRANSMISSION TO CDN EXPORTERS

Activity: DISTRIBUTE ADDITIONAL "TELECOMMUNICATIONS PRODUCTS FOR WORLD MARKETS" TO POTENTIAL CLIENTS

Results Expected: INCREASED AWARENESS OF CDN. CAPABILITIES.

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

Activity: PREPARE REPORT ON TELECOM SECTOR & OPPORTUNITIES IN PREPARATION FOR TELECOM MISSION & SEMINAR IN NOV. 88.

Results Expected: ENCOURAGE CDN. PARTICIPATION IN MISSION & STIMULATE INTEREST IN PHILIPPINE MARKET

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 503 MANILA

Market: 431 PHILIPPINES

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 115.00M	\$ 50.00M	\$ 50.00M
Canadian Exports \$	20.00M	\$ 1.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	10.00%	1.00%	0.00%	0.00%

## Major Competing Countries

Market Share

i) 265 JAPAN	040 %
ii) 577 UNITED STATES OF AMERICA	020 %
iii) 128 GERMANY WEST	020 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) REHABILITATION & SPARE PARTS	\$ 0.50 M
ii) NEW GENERATING EGPT. (BOILERS & RELATED ACC.	\$ 0.00 M
iii) TRANSMISSION HARDWARE	\$ 0.00 M
iv) CONSULTING ENG. SERVICES	\$ 2.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: CALACCA II POWER PLANT  
Approximate Value: \$ 300 M  
Financing Source: 025 OTHER  
For further info. please contact:  
L. BRANCH/EXTOTT PST

ii) Project Name: THIRD & FOURTH POWER LOANS TO NPC  
Approximate Value: \$ 200 M  
Financing Source: 003 IADB  
For further info. please contact:  
L. BRANCH/EXTOTT PST

## Export and Investment Promotion Planning System

MISSION: 503 MANILA

COUNTRY: 431 PHILIPPINES

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

## iii) Project Name: BACON-MANITO GEOTHERMAL

Approximate Value: \$ 60-100 M

Financing Source: 001 IBRD

For further info. please contact:

L. BRANCH/EXTOTT PST

## iv) Project Name: ROCKWELL REHABILITATION PROJ.

Approximate Value: \$ 75-100 M

Financing Source: 023 EDC 001 IBRD

003 IADB

For further info. please contact:

L. BRANCH/EXTOTT PST

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
HIGHLY AGGRESSIVE MARKETING BACKED BY CONCESSIONAL LOANS BEING OFFERED BY JAPAN, FRANCE, ITALY, FRG

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW RELEASE OF TENDER DOCS OF ADB THIRD POWER LOAN TO NPC & MONITOR DEVELOPMENTS OF 2X55MW BACON MANITO GEOTHERMAL PLANTS & REPORT TO CDN SUPPLIERS

Results Expected: SOME CDN PARTICIPATION IN BOTH PROJS.

Export and Investment Promotion Planning System

MISSION: 503 MANILA

COUNTRY: 431 PHILIPPINES

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CLOSELY MONITOR CALACCA II COAL-FIRED THERMAL POWER PLANT DEVELOPMENTS, SIMIRARA COAL & ROCKWELL REHABILITATION PROJS & ADVISE CDN COS.

Results Expected: POSSIBLE CDN PARTICIPATION IN; BOILER ISLAND {CALACCA II} \$60-\$100M; CONSULTING SERVICES \$1-\$2M; ROCKWELL REHAB. \$120M

Activity: FOLLOW UP TO ONE INCOMING & ONE OUTGOING MISSION IN POWER SECTOR IN 1987

Results Expected: BETTER AWARENESS OF CDN CAPABILITY

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 503 MANILA (ASIA DEVELOPMENT BANK)

Market: 431 PHILIPPINES

Sector: 999 MULTIPLE SECTORS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1700.00M	\$ 1500.00M	\$ 1440.00M	\$ 1350.00M
Canadian Exports \$	17.00M	\$ 15.00M	\$ 6.40M	\$ 6.60M
Canadian Share of Import Market	1.00%	1.00%	0.40%	0.50%

## Major Competing Countries

## Market Share

i) 265 JAPAN	016 %
ii) 577 UNITED STATES OF AMERICA	011 %
iii) 268 KOREA	006 %
iv) 128 GERMANY WEST	005 %
v) 051 UNITED KINGDOM	003 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CONSULTING SERVICES	\$ 3.75 M
ii) GOODS & RELATED SERVICES (AGRIC INPUTS POWER, TRANSP)	\$ 4.50 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: INDIA PORTS DEVELOPMENT PROJECT  
Approximate Value: \$ 169 M  
Financing Source: 003 IADB  
For further info. please contact:  
DELHI HIGH COMM. MACLELLAN/CDN EMB MANILA

ii) Project Name: INDIA TELECOMMUNICATIONS PROJECT  
Approximate Value: \$ 195 M  
Financing Source: 003 IADB  
For further info. please contact:  
DELHI HIGH COMM. MACLELLAN/CDN EMB MANILA

## Export and Investment Promotion Planning System

MISSION: 503 MANILA

COUNTRY: 431 PHILIPPINES

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: KESC POWER SYSTEM EXPANSION, PAKISTAN  
Approximate Value: \$ 195 M  
Financing Source: 003 IADB  
For further info. please contact:  
ISLAMABAD CDN EMB MACLELLAN/CDN EMB MANILA

iv) Project Name: 14TH POWER (SECTOR) PROJECT, PHILS.  
Approximate Value: \$ 156 M  
Financing Source: 003 IADB  
For further info. please contact:  
MACLELLAN/CDN EMBASSY MANILA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
CIDA AND EDC SHOULD BE MORE ACTIVE IN PURSUING CO-FINANCING OPPORTUNITIES WITH ASDB.

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: COMPLETION OF DATA INPUT TO COMPUTER BASED PROJECT TRACKING SYSTEM.

Results Expected: BETTER & MORE TIMELY INFORMATION ON PROCUREMENT OPPORTUNITIES TO REGIONAL POSTS AND CDN EXPORTERS & CONSULTANTS.

## Export and Investment Promotion Planning System

MISSION: 503 MANILA

COUNTRY: 431 PHILIPPINES

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: COMPLETION OF BROCHURE OUTLINING SERVICES PROVIDED BY EXTOTT AND POST TO ASSIST CANADIAN COMPANIES IN PURSUING ADB PROCUREMENT.

Results Expected: MORE CANADIAN COMPANIES SEEKING ASSISTANCE;  
TAKING AN INTEREST IN ADB PROJECTS.

Activity: CONTINUED EFFORT TO STRENGTHEN CONTACTS AT ADB.

Results Expected: TO OBTAIN MORE DETAILED & TIMELY INFO ON PRO-  
JECTS OF PARTICULAR INTEREST TO CDN COS. AND  
TO RESOLVE PROBLEM PROJECTS.

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

Activity: PERSUADE BANK TO INCLUDE CANADIAN CITIES IN ANNUAL PROCUREMENT SEMINARS PROGRAM.

Results Expected: INFORM MORE CANADIAN COMPANIES OF OPPORTUNI-  
TIES AND HOW TO PURSUE.

Activity: INCREASED CONTACT/LIAISON WITH CO-FINANCING UNIT AND PRIVATE SECTOR DIVISION

Results Expected: GREATER BANK AWARENESS OF CANADIAN INTEREST  
IN CO-FINANCING OPPORTUNITIES.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 503 MANILA		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
020 MISSION OUTGOING		
FOOD PRODUCTS MISSION	MANILA	0490
FOOD PRODUCTS SEMINAR & PROMOTIONAL EVENT	MANILA	0989
FEED GRAINS MISSION TO PHILS. & SEMINAR	MANILA	0490
024 MISSION INCOMING		
BUYERS TO FOOD & BEVERAGE SHOW IN CANADA		91
INCOMING BUYERS-SWINE BREEDING STOCK		0689
LIVESTOCK MISSION TO CANADA		0990
GRAINS MISSION TO CDA		0690
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS		
PARTICIPATION IN TELECOM '90	MANILA	0990
PHIL TELECOM '90	MANILA	0990
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
020 MISSION OUTGOING		
POWER GENERATION, DISTRIB. & TRANSMISSION MISSION		0391
POWER GENERATION, DIST. TRANSMISSION MISSION	MANILA	0291
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
SEMINAR ON MINERAL EXPLORATION SERVS. EQUIP & TECH'	MANILA	1089
020 MISSION OUTGOING		
SPECIALIZED MINING EQPT. MISSION TO PHILS.	MANILA	0291
MINING EQPT MISSION	MANILA	1190
024 MISSION INCOMING		
MINING EQUIPMENT MISSION TO CANADA		0589
INCOMING BUYERS TO MINTEC '90		0990
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING		
INCOMING BUYERS TO NPS		0689
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
024 MISSION INCOMING		
BUYERS TO MEDICAL EQUIPMENT SHOW		90
Sector: 999 MULTIPLE SECTORS		
010 FAIRS		
PHIL. INT'L TRADE FAIR	MANILA	0191

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 503 MANILA		
Sector: 999 MULTIPLE SECTORS		
010 FAIRS	MANILA	0191
PHIL. INTERNATIONAL TRADE FAIR		

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 504 BANGKOK

Country: 520 THAILAND

THE THAI ECONOMY HAS BOUNCED BACK FROM LAST YEAR'S MINI-RECESSION. BUOYANT EARNINGS, ESPECIALLY FROM TOURISM AND LOW OIL PRICES, HAVE LED TO A SURPLUS IN THE CURRENT ACCOUNT AND, CONSEQUENTLY, TO THAILAND'S DECISION NOT TO IMPOSE IMPEDIMENTS THAT WOULD CONTROL IMPORTS OF RAW MATERIALS AND MANUFACTURES. THERE IS HIGH CAPITAL AVAILABILITY COUPLED WITH LOW INTEREST RATES; GNP WILL GROW 5.7% IN 1987 AND IS PROJECTED TO REACH 6% IN THE FOLLOWING YEAR. DESPITE LOW COMMODITY PRICES FOR TRADITIONAL EARNERS, RICE AND MAIZE, IMPORTS HAVE INCREASED 27% (1987 OVER 1986) AND MOST ECONOMIC INDICATORS ARE UP. JAPAN HAS GIVEN THAILAND AN AA CREDIT RATING AND INVESTMENT APPLICATIONS ARE UP 520%. THE BUDGET INCLUDES SUBSTANTIAL INCREASES IN EXPENDITURES ON TRANSPORTATION AND COMMUNICATIONS WHICH WILL SHOW GROWTH INTO 1988 AND 1989 ON SUCH PROJECTS AS LAEM CHABANG, MAAB TAPUT (INDUSTRIAL COMPLEX); AN ELEVATED HIGHWAY FROM BANGKOK TO AIRPORT; MAJOR TRUNK ROADS THROUGH BANGKOK TO THE NORTH AND SOUTH; RAIL LINK(S) ACROSS THE SOUTHERN PENINSULA (LINKING SURATHANI AND PHUKET); UPGRADING OF AIRPORTS; AND DEEP WATER PORT EXPANSION AT SONGKHLA (PM PREM'S RIDING). THAI EXPORT GROWTH NEXT YEAR IS ANTICIPATED TO BE 25% AND ITS DEBT-SERVICE RATIO WILL BE TRIMMED BACK TO 17%. INTERESTINGLY, THE MINISTRY OF FINANCE HAS SERIOUS PLANS TO REDUCE TARIFFS ON FINISHED GOODS FROM 50 TO 20% AND ON PARTS FROM 20 TO 10%. CANADIAN TWO-WAY TRADE IN 1987 SHOULD HIT AN ALL TIME HIGH OF \$350 MILLION. ALTHOUGH RAW MATERIALS CONTINUE TO FORM THE MAJORITY OF CANADA'S EXPORTS TO THAILAND, THE HITECH/MANUFACTURED MIX IS IMPROVING (CF. RECENT SIMULATOR SALES COUPLED WITH TELEPHONE BREAKTHROUGHS). PRIORITY MARKET OPPORTUNITIES WILL CONTINUE TO EXIST IN TELECOMMUNICATIONS, AGRO-PROCESSING, MINING, POWER, OIL AND GAS, BUT MARKETING EFFORTS OF TRADITIONAL COMPETITIVELY PRICED COMMODITIES SHOULD CONCURRENTLY BE EXPLOITED. CANADIAN SALES OF LEATHER, FURS, BOILERS, IRON, FISH, AND DAIRY PRODUCTS MERELY FACE MARKETING CHALLENGES. CANADA SELLS SUCH PRODUCTS COMPETITIVELY YET, COLLECTIVELY, ENJOYS LESS THAN 1% MARKET SHARE. OPPORTUNITIES ALSO EXIST FOR CEREAL GRAINS. THAILAND WILL RECEIVE JUST UNDER US\$2 BILLION IN NEW JAPANESE INVESTMENT IN 1987; THIS CONFIRMS ITS POLITICAL AND ECONOMIC STABILITY AND THE FACT THAT SERVICING THE MARKET WILL INCREASINGLY BE FAVOURED FROM WITHIN. CANADIAN ENTREPRENEURS SHOULD CONTINUE TO SEEK JOINT VENTURES/LICENSING OPPORTUNITIES IN THIS IMPORTANT NEWLY INDUSTRIALIZING NATION.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 504 BANGKOK

Market: 520 THAILAND

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

## 1. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: THAI WILL SPEND OVER \$800 MN ON TELECOM PRODS & COMPUTER HARDWARE AND SOFTWARE NEXT YEAR. NEARLY ALL OF THIS IS IMPORTED. THE COMMUNICATIONS AUTHORITY OF THAI & PRIVATE COS ARE RAPIDLY ADOPTING NEW TECH. LIKE

## 2. 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

REASONS: THE BANGKOK MASS RAPID TRANSIT SYSTEM WILL BE ACCEPTING BIDS FOR SUPPLY & CONSTRUC'N OF THE SKYTRAIN PROJ., MAR. 1/88. STATE RAILWAY OF THAI EXPAN'N, CNG BUS ENGINE OPSS & ROYAL THAI GOVT PROPOSED ACQUISI'N

## 3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: CIVILIAN AIRPORTS OF BANGKOK, CHIANGMAI AND PHUKET WILL BE UPGRADED IN NEXT TWO TO THREE YEARS.

## 4. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: THE DEF. SECTOR CONTINUES TO REC'VE 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,

## 5. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: THAI WILL DOUBLE THE EXISTING 6000 MEGAWATTS OF INSTALLED ELECTRICITY GENERATING CAPACITY BY THE END OF CENTURY. ALREADY WELL-KNOWN CDN SUPPLIERS & NEW ONES WILL FACE EXCELLENT OPSS IN THERMAL, HYDRO AND

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

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 012 PETROCHEM & CHEM PROD, EQP, SERV
4. 007 POWER & ENERGY EQUIP. & SERV.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 504 BANGKOK

Market: 520 THAILAND

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1500.00M	\$ 1600.00M	\$ 1300.00M	\$ 1300.00M
Canadian Exports \$	30.00M	\$ 19.00M	\$ 0.00M	\$ 3.40M
Canadian Share of Import Market	2.00%	1.20%	0.00%	0.01%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 237 ITALY	012 %
iii) 128 GERMANY WEST	012 %
iv) 051 UNITED KINGDOM	004 %
v) 038 BELGIUM	002 %
vi) 192 PEOPLE'S REP OF CHINA	001 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) SIMULATORS	\$ 21.00 M
ii) RADIO COMMUNICATIONS	\$ 23.00 M
iii) TANK RE-ENGINEING KITS	\$ 0.00 M
iv) AIRCRAFT AND PARTS	\$ 60.00 M
v) AIRBORNE SURVEILLANCE RADAR	\$ 0.00 M
vi) AIRCRAFT ENGINES	\$ 2.40 M
vii) AIR TRAFFIC CONTROL	\$ 6.00 M
viii) LIGHT ARMoured VEHICLES	\$ 3.50 M
ix) UPDATE AND REPAIR F-5	\$ 3.00 M
x) EXPLOSIVE AND PRIMERS	\$ 9.80 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: AIRCRAFT PROCUREMENT (RTAF, RTN)  
Approximate Value: \$ M

Financing Source: 023 EDC 012 DOM  
For further info. please contact:  
N. GODFREY(613)995-7662 R. KOHLER TLX:82671 DOMCAN

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Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: UPGRADING OF M-41 TANKS  
Approximate Value: \$ 50 M  
Financing Source: 023 EDC 012 DOM  
For further info. please contact:  
N. GODFREY(613)995-7662 R. KOHLER TLX:82671 DOMCAN

iii) Project Name: POLICE RADIOS  
Approximate Value: \$ 20 M  
Financing Source: 023 EDC 012 DOM  
For further info. please contact:  
N. GODFREY(613)995-7662 R. KOHLER TLX:82671 DOMCAN

iv) Project Name: AIRBORNE SURVEILLANCE RADAR  
Approximate Value: \$ 18 M  
Financing Source: 023 EDC 012 DOM  
For further info. please contact:  
N. GODFREY(613)995-7662 R. KOHLER TLX:82671 DOMCAN

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

MARKETING CHALLENGE; US SUPPLIERS DOMINATE SCENE; CANADIAN SUPPLIERS NOT NORMALLY CONSIDERED DUE TO UNFAMILIARITY OF THIS WITH CANADIAN PRODUCT.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP TO CONTACTS MADE AT DEFENCE ASIA 87 ONLY PARTIALLY COMPLETE.

Results Expected: BETTER DETERMINE MARKETING OPPORTUNITIES FOR CANADIAN DEFENCE SUPPLIERS.

Activity: FULL EXPLOITATION OF VISIT TO CANADA OF DEFENCE PRODUCTS MISSION, OCTOBER 87, YET TO BE UNDERTAKEN.

Results Expected: SALES IN NEXT THREE YEARS OF UP TO \$15 MILLION WORTH OF DEFENCE PRODUCTS.

Activity: POST CONTINUES TO PROMOTE NOTION OF ASSIGNMENT OF DEFENCE ATTACHE TO CANADIAN EMBASSY, BANGKOK.

Results Expected: ACCESS TO, AND CREDIBILITY WITH THAI MILITARY CONTACTS WHO, TRADITIONALLY, DO NOT TALK TO CIVILIANS.

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

Activity: SYSTEMATIC AND STEPPED-UP MARKETING CALLS ON MILITARY CONTACTS, STARTING WITH THOSE WHO HAVE RECENTLY RETURNED FROM CANADA.

Results Expected: ACCESS TO PROCUREMENT PLANS AND OPPORTUNITIES TO NEW CANADIAN BIDDERS.

Activity: DEVELOPMENT OF CLOSER CONTACT WITH SMALL, TIGHTLY KNIT GROUP OF AGENTS SPECIALIZING IN MILITARY SALES.

Results Expected: IDENTIFICATION OF NEW LEADS AND COMPETITIVE INFORMATION.

Activity: FOCUS ON OPPORTUNITIES ALREADY ON BOOKS (AIRCRAFT, AVIONICS, COMMUNICATIONS AND RADAR) AND PROMOTE AGGRESSIVELY.

Results Expected: INCREASED SALES POTENTIAL.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 504 BANGKOK

Market: 520 THAILAND

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	870.00M	\$ 715.00M	\$ 600.00M	\$ 520.00M
Canadian Exports \$	8.50M	\$ 7.50M	\$ 3.50M	\$ 6.20M
Canadian Share of Import Market	1.00%	1.00%	0.60%	1.20%

## Major Competing Countries

## Market Share

i) 265 JAPAN	035 %
ii) 577 UNITED STATES OF AMERICA	010 %
iii) 507 SWEDEN	008 %
iv) 051 UNITED KINGDOM	004 %
v) 467 SINGAPORE	003 %
vi) 128 GERMANY WEST	002 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

	Current Total Imports In Canadian \$
i) TELEPHONE SWITCHING EQUIPMENT	\$ 100.00 M
ii) COMPUTER EQUIPMENT AND SOFTWARE	\$ 200.00 M
iii) CONSULTING SERVICES	\$ 20.00 M
iv) MICROWAVE EQUIPMENT	\$ 10.00 M
v) REMOTE SENSING PRODUCTS	\$ 8.00 M
vi) SATELLITE EQUIPMENT	\$ 10.00 M
vii) PACKET SWITCHING	\$ 5.00 M
viii) VIDEOTEX EQUIPMENT	\$ 5.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: TOT SIXTH PROJECT (1987-1991)  
Approximate Value: \$ 2200 M  
Financing Source: 006 ASDB 001 IBRD  
For further info please contact:

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Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: CAT TELECOM TOWER PROJECT

Approximate Value: \$ 100 M

Financing Source: 012 DOM

For further info. please contact:

R. MCALPINE TLX:82671 N. GODFREY(613)995-7662

iii) Project Name: PRIVATE COMMUNICATIONS NETWORKS

Approximate Value: \$ 60 M

Financing Source: 012 DOM

For further info. please contact:

R. MCALPINE TLX:82671 N. GODFREY(613)995-7662

iv) Project Name: REMOTE SENSING PROJECT

Approximate Value: \$ 12 M

Financing Source: 011 CIDA

For further info. please contact:

R. MCALPINE TLX:82671 N. GODFREY(613)995-7662

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

JAPAN, UNITED STATES AND WESTERN EUROPE ARE WELL ENTRENCHED AS SUPPLIERS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: KEY OFFICIALS FROM THIS SECTOR TO BE INVITED TO CANADA UNDER FOLLOW-UP TO EXPO'86 VISITORS PROGRAM.

Results Expected: EXPOSURE OF KEY DECISION MAKERS TO CANADIAN TECHNOLOGY.

Activity: ONGOING FOLLOW-UP IN AREAS OF OPPORTUNITY AS IDENTIFIED IN CONSULTANT'S REPORT ON THAI TELECOMS SECTOR.

Results Expected: INTRODUCTION OF NEW CANADIAN TECHNOLOGIES TO TOT, CAT, EGAT, ETC.

Activity: ONGOING ASSISTANCE TO LOCAL OFFICE OF ALTA TELECOM INTERNATIONAL.

Results Expected: WINNING OF CPR CONTRACT WITH TOT, WINNING OF CAT NETWORK MANAGEMENT CENTRE.

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

Activity: TECHNICAL SEMINARS ORGANIZED ON BEHALF OF INDIVIDUAL COMPANIES TO INTRODUCE NEW PRODUCTS.

Results Expected: NEW AGENCIES AND EXPORT SALES.

Activity: MONITOR PROGRESS OF TOT'S 5TH PROJECT AND IMPLEMENTATION OF THE 6TH PROJECT.

Results Expected: CANADIAN COMPANIES TO SUBMIT COMPETITIVE BIDS TO TOT.

Activity: IDENTIFY OPPORTUNITIES FOR SALES OF NEW TECHNOLOGIES, ESPECIALLY PACKET SWITCHING, FIBRE OPTICS, VIDEOTEX, ETC.

Results Expected: SALES OF CANADIAN TECHNOLOGIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 504 BANGKOK

Market: 520 THAILAND

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1800.00M	\$ 1500.00M	\$ 1304.00M	\$ 914.00M
Canadian Exports \$	15.00M	\$ 9.00M	\$ 1.00M	\$ 3.31M
Canadian Share of Import Market	0.83%	0.60%	0.08%	0.36%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	041 %
ii) 265 JAPAN	021 %
iii) 128 GERMANY WEST	007 %
iv) 051 UNITED KINGDOM	004 %
v) 112 FRANCE	003 %
vi) 512 SWITZERLAND	003 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) POWER BOILERS	\$ 180.00 M
ii) SUB-STATION & TRANSMISSION LINE PRODUCTS	\$ 360.00 M
iii) SCADA SYSTEM	\$ 37.50 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: NATIONAL SYSTEM CONTROL CENTER (SCADA SYSTEM)

Approximate Value: \$ 36.5 M

Financing Source:

For further info. please contact:

N. GODFREY(613)9957662 S. CHANTHACHAIWAT TLX:82671

ii) Project Name: 500 KV TRANSMISSION SYSTEM(CONDUCTOR, SWITCHYARD EQUIPMENT)

Approximate Value: \$ 360 M  
Financing Source:  
For further info. please contact:  
N. GODFREY(613)995-7662 S. CHANTHACHAIWAT TLX:82671

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Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: MAE MOH UNIT 10-13: 300 MW COAL FIRED  
POWER BOILERS

Approximate Value: \$ 180 M

Financing Source:

For further info. please contact:

N. GODFREY(613)995-7662 S. CHANTHACHAIWAT TLX:82671

iv) Project Name: KRABI LIGNITE POWER PLANT UNIT 4 75MW

Approximate Value: \$ 90 M

Financing Source:

For further info. please contact:

N. GODFREY(613)995-7662 S. CHANTHACHAIWAT TLX:82671

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
QUALITY OF PRODUCT EXCELLENT BUT CANADIANS TEND TO NEGLECT PRICING FACTOR: LACK OF FOLLOW UP.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

**Activity:** ASSIST CANADIAN COMPANIES TO LOCATE RELIABLE LOCAL REPRESENTATIVES AND TO GIVE RECOMMENDATIONS ON HOW TO PURSUE MAJOR PROJECTS.

**Results Expected:** INFORM CANADIAN COMPANIES OF OPPORTUNITIES WHICH WILL RESULT IN INCREASING MARKET SHARE.

**Activity:** HAVE FREQUENT CONTACTS WITH EGAT FOR POTENTIAL THERMAL & HYDRO PROJECTS.

**Results Expected:** INCREASE AWARENESS OF CANADA AS A POTENTIAL SOURCE OF SUPPLY AND SERVICES.

**Activity:** FOLLOW UP FUTURE PROCUREMENTS ON POWER BOILER MAE MOH UNIT 10-13 AND OTHER THERMAL PLANT PROJECTS.

**Results Expected:** FURTHER SALES OF POWER BOILERS AND POWER PLANTS TO EGAT.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 504 BANGKOK

Market: 520 THAILAND

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	100.00M	\$ 70.50M	\$ 86.00M	\$ 278.00M
Canadian Exports \$	15.00M	\$ 0.00M	\$ 0.60M	\$ 1.30M
Canadian Share of Import Market	15.00%	0.00%	0.01%	0.10%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 265 JAPAN	020 %
iii) 112 FRANCE	015 %
iv) 128 GERMANY WEST	010 %
v) 011 AUSTRALIA	005 %
vi) 507 SWEDEN	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: No Export results to date

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) MASS RAPID TRANSIT SYSTEM	\$ 0.00 M
ii) AIRCRAFT	\$ 0.00 M
iii) BUS CONVERSION TO CNG	\$ 0.00 M
iv) AIR TRAFFIC CONTROL (PHUKET, CHIANGMAI)	\$ 0.00 M
v) SRT RAIL EXPANSION PROJECT	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: MASS RAPID TRANSIT SYSTEM FOR BANGKOK

Approximate Value: \$ 1500 M

Financing Source: 012 DOM 023 EDC

For further info. please contact:

N. GODFREY (613) 9957662 R. KOHLER TLX: 82671 DOMCAN TH

## Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: AIR TRAFFIC CONTROL SYSTEMS FOR PHUKET  
AND SHIANGMAI AIRPORTS

Approximate Value: \$ 30 M

Financing Source: 012 DOM 023 EDC

For further info. please contact:

N. GODFREY(613)9957662 R. KOHLER TLX:82671 DOMCAN TH

iii) Project Name: CIVILIAN AIRCRAFT/DEFENCE AIRCRAFT  
(DASH 8, CL 215)

Approximate Value: \$ 30 M

Financing Source: 012 DOM 023 EDC

For further info. please contact:

N. GODFREY(613)9957662 R. KOHLER TLX:82671 DOMCAN TH

iv) Project Name: SRT RAIL EXPANSION PROJECT

Approximate Value: \$ M

Financing Source:

For further info. please contact:

N. GODFREY(613)9957662 R. KOHLER TLX:82671 DOMCAN TH

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: AIRWAYS COMPRESSOR HAS BEEN DELAYED IN BRINGING TRIAL CNG BUS ENGINES TO BANGKOK. THESE ARE EXPECTED IMMEDIATELY.

Results Expected: IF TESTS ARE SUCCESSFUL, MARKET COULD REACH POTENTIAL OF \$85 MILLION.

Activity: ROYAL THAI AIR FORCE WAS NOT ABLE TO PURCHASE STOL SEARCH AND RESCUE AIRCRAFT IN LAST FISCAL YEAR.

Results Expected: SALE OF TWO DASH-8'S.

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

Activity: LOBBY, WITH ASSISTANCE FROM LOCAL AGENT, RTAF RE PURCHASE OF DASH 8 SEARCH AND RESCUE AIRCRAFT.

Results Expected: UP TO \$20 MILLION IN AIRCRAFT SALES.

Activity: MSS RAPID TRANSIT - MAINTAIN CONTACTS WITH ERTAT, BANKS, NESDB AND LOCAL PARTNERS TO CONTINUE STOKING PROJECT; REPORT ON COMPETITION.

Results Expected: SALE OF GOODS AND SERVICES OF UP TO CDN\$1.5 BILLION.

Activity: CAMPAIGN OF PROMOTION BOTH IN THAILAND AND AMONGST CANADIAN SUPPLIERS TO ENSURE CANADIAN BIDS PREPARED FOR PHUKET AND CHIANGMAI AIR TRAFFIC CONTROL.

Results Expected: UP TO \$30 MILLION IN RADAR-NAVIGATION SALES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 504 BANGKOK

Market: 520 THAILAND

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	85.00M	\$ 80.00M	\$ 70.00M	\$ 70.00M
Canadian Exports \$	0.05M	\$ 0.04M	\$ 0.03M	\$ 0.05M
Canadian Share of Import Market	0.06%	0.05%	0.05%	0.06%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 265 JAPAN	022 %
iii) 467 SINGAPORE	018 %
iv) 051 UNITED KINGDOM	010 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) GEOLOGICAL SURVEYING	\$ 10.00 M
ii) GAS TRANSMISSION EQUIPMENT AND SERVICES	\$ 35.00 M
iii) EXPLORATION EQUIPMENT & SERVICES	\$ 18.00 M
iv) TRAINING SERVICES	\$ 5.00 M
v) CONTRACT MAINTENANCE	\$ 5.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: SEISMIC SURVEY & EXPLORATORY DRILLING BY  
PTT/PETRO CANADA IN BLOCK 21  
Approximate Value: \$ 30 M  
Financing Source: 012. DOM  
For further info. please contact:  
N. GODFREY (613) 995-7662 R. MCALPINE TLX: 82671 TH
- ii) Project Name: KHON KAEN-BANGKOK GAS PIPELINE  
Approximate Value: \$ 50 M

Financing Source: 012 DOM  
For further info. please contact:  
N. GODFREY(613)995-7662 R. MCALPINE TLX:82671 TH

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Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: PAYAGON GAS PROJECT, BURMA  
Approximate Value: \$ 120 M  
Financing Source: 001 IBRD  
For further info. please contact:  
N. GODFREY(613)995-7662 R. MCALPINE TLX:82671 TH

iv) Project Name: REFINERY EXPANSION PROJECTS (ESSO AND SHELL)  
Approximate Value: \$ 100 M  
Financing Source: 012 DOM  
For further info. please contact:  
N. GODFREY(613)995-7662 R. MCALPINE TLX:82671 TH

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
STIFF COMPETITION IN MARKET FOR OIL AND GAS EQUIPMENT AND SERVICES.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

## Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PETRO CANADA INTERNATIONAL ASSISTANCE CORP. HAS SIGNED TECHNICAL COOPERATION AGREEMENT WITH PETROLEUM AUTHORITY OF THAILAND AND PETROLEUM INSTITUTE OF THAILAND, MARCH 1987.

Results Expected: MORE ACTIVE INVOLVEMENT OF PCIA AND CANADIAN SUPPLIERS IN THAI MARKET.

Activity: PARTICIPATION BY AMBASSADOR IN ADVISORY BOARD TO PETROLEUM INSTITUTE OF THAILAND (PITI).

Results Expected: CLOSER TIES TO PITI AS VEHICLE FOR INTRODUCING CANADIAN TECHNOLOGY.

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

Activity: MEET WITH SENIOR OFFICIALS OF DOMESTIC AND FOREIGN OIL COMPANIES TO INTEREST THEM IN CANADIAN OIL AND GAS PRODUCTION & PROCESSING EQUIPMENT AND CAPABILITY.

Results Expected: INCREASE LEVEL OF VISITS OF THAI BUYERS TO CANADA, EVENTUAL INCREMENTAL SALES.

Activity: ASSISTS WITH SET UP OF PETROLEUM INSTITUTE OF THAILAND IN CO-OPERATION WITH PCIA.

Results Expected: INTRODUCTION OF CANADIAN TECHNOLOGY AND TRAINING SERVICES THROUGH THE INSTITUTE.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 504 BANGKOK		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS AGROTECH 89	BANGKOK	0189
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS DEFENCE ASIA 89	BANGKOK	0389
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 504 BANGKOK		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENCE MISSION	BANGKOK	0491
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS INFOTECH 89	BANGKOK	0889
TELECOM INFOTECH ASIA 90	BANGKOK	0590
020 MISSION OUTGOING COMPUTER SOFTWARE MISSION	BANGKOK	0991
TELECOMS MISSION	BANGKOK	1089
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING MASS TRANSIT MISSION	BANGKOK	0190
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
024 MISSION INCOMING MINING & EQUIPMENT PROCESSES MISSION	THAILAND	0791
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS BUYERS TO INTERCAN SHOW 89	EDMONTON	0689
024 MISSION INCOMING OIL AND GAS EQUIPMENT MISSION	CROSS CANADA	0390

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 504 BANGKOK		
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS		
THAIPACK 90	BANGKOK	1190
INTERMACH SHOW 89	BANGKOK	0589
020 MISSION OUTGOING		
AGRO-PROCESSING MISSION	BANGKOK	0391

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 505 JAKARTA

Country: 214 INDONESIA

THE INDONESIAN ECONOMY IS IN RECOVERY. THE BOUNCE IN OIL PRICES, INCREASED NON-OIL EXPORTS AS A RESULT OF THE 45% DEVALUATION IN SEPT. 1986, GENEROUS SUPPORT FROM INDONESIA'S DONOR GROUP AND ADMINISTRATIVE REFORM HAVE ALL CONTRIBUTED TO STEADY IMPROVEMENT. WHILE AGRICULTURE, WHICH EMPLOYS PERHAPS 60% OF THE POPULATION, IS IN A RELATIVELY STABLE STATE DUE TO SELF-SUFFICIENCY FOR RICE, THE CONSTRUCTION INDUSTRY AND BUILDING TRADES ARE SLOW DUE TO SELF-SUFFICIENCY FOR RICE, THE CONSTRUCTION INDUSTRY & BUILDING TRADES ARE SLOW DUE TO HIGH DOMESTIC INTEREST RATES AND REDUCED GOI BUDGET SPENDING. INDONESIA'S POPULATION OF 170 MILLION OFFERS AN ENORMOUS RELATIVELY UNTAPPED MARKET FOR CDN PRODUCTS. CDN ENGINEERING FIRMS HAVE BEEN ACTIVE IN THE COUNTRY FOR MANY YEARS IMPLEMENTING PROJECTS FOR THE WORLD BANK, THE ASIAN DEVELOPMENT BANK AND THE CDN INTERNATIONAL DEVELOPMENT AGENCY WHICH DEVOTES MORE THAN \$50 MILLION ANNUALLY TO INDONESIA AS A COUNTRY OF CONCENTRATION. THESE ENGINEERING FIRMS HAVE EARNED AN OUTSTANDING REPUTATION FOR CDA AND HAVE SUCCESSFULLY CREATED A NUMBER OF IMPORTANT PROJECTS INCLUDING THE BUKIT ASAM COAL PROJECT, THE SURALAYA POWER STATION, THE LOMBOK IRRIGATION PROJECT, ETC. INDONESIA'S IMPORTS IN FISCAL 1986/87 WERE WORTH SOME US \$11 BILLION, OF WHICH PERHAPS \$1 BILLION WERE FUNDED UNDER ASSISTANCE PROGRAMS. CANADA'S SHARE IS MINISCULE, PERHAPS C\$300 MILLION IN CALENDAR 1987, GENERALLY THROUGH LACK OF APPRECIATION OF THE TREMENDOUS OPPORTUNITIES UNTAPPED AND AWAITING SUPPLIERS. IN 1987 THE DEPT SERVICE RATIO IS PROJECTED TO PEAK AT 41% OF EXPORT EARNINGS. WHILE THE COUNTRY HAS NOT EXPERIENCED PAYMENT DIFFICULTIES SIMILAR TO SOME DEVELOPING COUNTRIES, THIS HAS ONLY BEEN BECAUSE OF STRONG CENTRAL MANAGEMENT THAT HAS BEEN ABLE TO DISCIPLINE SPENDING QUICKLY AND RESOLUTELY. THERE HAVE BEEN A NUMBER OF SUBSTANTIVE ADMINISTRATIVE CHANGES WHICH HAVE PROVEN TO BE BENEFICIAL TO ECONOMIC DEVELOPMENT, PARTICULARLY FOR EXPORT INDUSTRIES, THE MOST NOTEWORTHY BEING THE RETENTION OF A SWISS FIRM TO PROVIDE CONTRACT CUSTOMS SERVICES AND THUS REDUCE SUBSTANTIVE AND EXPENSIVE DELAYS. PRESSURE CONTINUES TO FURTHER REDUCE REGULATORY REQUIREMENTS. THERE ARE IMPORTANT COMMERCIAL OPPORTUNITIES WHICH REMAIN UNTAPPED BY CANADA, INCLUDING A GAS GATHERING SYSTEM FOR NEW DUAL FIRED POWER STATIONS AS WELL AS TURBINE CO-GENERATION PROJECTS. THERE WILL ALSO BE CONTINUING REQUIREMENTS IN SOFTWARE, SPACE, TELECOMMUNICATIONS, ELECTRICAL SWITCH GEAR, COAL MINING, PORTS, INDUSTRIAL CHEMICALS, FOOD PRODUCTS, PACKAGING EQUIPMENT, ETC. SOME OF THESE OPPORTUNITIES WILL REQUIRE THE SUPPORT OF THE EXPORT DEVELOPMENT CORPORATION IF THEY ARE TO BE SUCCESSFULLY PURSUED. EDC IS RESPONSIVE AND UNDERSTANDING OF INDONESIA'S FINANCIAL CONDITION AND WHENEVER POSSIBLE WILL PROVIDE IMAGINATIVE AND SUPPORTIVE TERMS TO ASSIST CDN EXPORTERS. THE PROJECT

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

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

1. 011 OIL & GAS EQUIPMENT, SERVICES  
REASONS: GOI HAS ANNOUNCED INTENTION TO EXPLOIT GAS DEPOSITS AS FUEL FOR POWER. THEREFORE, OPPORTUNITIES TO SUPPLY CONSULTING AND EQUIPMENT.
2. 001 AGRI & FOOD PRODUCTS & SERVICE  
REASONS: OPPORTUNITIES EXIST TO EXPAND CANADIAN FOOD EXPORTS BY BETTER ACQUAINTING INDONESIAN IMPORTERS AND WHOLESALERS WITH CANADIAN SUPPLIERS.
3. 010 MINE, METAL, MINERAL PROD & SRV  
REASONS: INDONESIAN MINING DEVELOPMENTS IN GOLD, COAL AND NICKEL ARE EXPANDING RAPIDLY, RESULTING IN SIGNIFICANT OPPORTUNITIES FOR CONSULTING SERVICES, MINING AND TRANSPORTATION EQUIPMENT.
4. 007 POWER & ENERGY EQUIP. & SERV.  
REASONS: CANADA HAS ENJOYED STRONG PERFORMANCE IN ENGINEERING SERVICES & POWER BOILER SECTOR. CHALLENGE IS TO MAINTAIN THIS MARKET SHARE & EXPAND PEN-ETRATION TO INCLUDE POSSIBLE NEW OPPORTUNITIES IN TURBO-ELECTRIC &
5. 016 INDUSTRIAL MACHIN, PLANTS, SERV.  
REASONS: CANADA HAS DEMONSTRATED ABILITY TO SUPPLY NICHE MARKETS FOR INDUSTRIAL & PRODUCTION EQPT. INCREASED IMPORTANCE WILL BE PLACED ON EXPANDING RANGE OF AGENCIES COVERING THIS SECTOR.
6. 005 COMM. & INFORM. EQP. & SERV  
REASONS: CDN FIRMS ARE ACTIVELY PROMOTING PBS, TELEX, SATELLITE SOFTWARE, TELE-COM TRAINING & MANAGEMENT, & TELECOMS ANCILLARY EQPT. THESE FIRMS ARE WELL ACCEPTED, & SALES WILL BE SECURED IN FISCAL 1988-89.

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

1. 011 OIL & GAS EQUIPMENT, SERVICES
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 001 AGRI & FOOD PRODUCTS & SERVICE
4. 007 POWER & ENERGY EQUIP. & SERV.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 018 FEED, FERTILIZER &amp; VET PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	30.00M	\$ 30.00M	\$ 30.00M	\$ 29.00M
Canadian Share of Import Market	90.00%	90.00%	90.00%	90.00%

Major Competing Countries

Market Share

i) 308 JORDAN

010 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports

In Canadian \$

i) CANADA MEAL

\$ 0.00 M

ii) POTASH

\$ 0.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

- other factor(s) described by the Trade Office as follows:

FERTILIZER {POTASH} EXPORTS TO INDONESIA HAVE BEEN AID BASED  
UNTIL NOW. PROSPECTS FOR COMMERCIALY-BASED SALES ARE GOOD.

Some Canadian exporters to this market in this sector(sub-sector)  
have enjoyed success previously as a result of a variety of  
factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- the presence of CIDA programs which have opened the market to Canadian companies
- Canada's position as one of the few major sources of international

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Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

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

Activity: OVERVIEW OF INDONESIA'S ANIMAL FEEDS, ADDITIVES & SUPPLEMENTS MARKET

Results Expected: BETTER MARKET DEFINITION & ACCESS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 041 AEROSPACE &amp; MARINE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	3.00M	\$ 3.00M	\$ 4.50M	\$ 2.50M
Canadian Share of Import Market	1.00%	1.00%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 051 UNITED KINGDOM	015 %
iii) 128 GERMANY WEST	010 %
iv) 112 FRANCE	008 %
v) 354 NETHERLANDS	002 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

In Canadian \$

i) AIRBORNE RADARS	\$ 0.50 M
ii) SHIPBORNE RADARS	\$ 0.00 M
iii) SONAR & RELATED SYSTEMS	\$ 0.00 M
iv) AIRCRAFT ENGINES	\$ 2.00 M
v) SHIPBORNE HELICOPTER SUPPORT SYSTEMS	\$ 0.00 M
vi) SHIPBORNE REPLENISHMENT SYSTEMS	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: SYSTEMS/EQPT. FOR FRIGATE PROGRAM.

Approximate Value: \$ 500 M

Financing Source: 012 DOM 024 BC

For further info. please contact:

D. I. MACLEOD CDN. EMBASSY JAKARTA

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ONGOING EFFORTS TO PROMOTE AWARENESS OF CDN. DEFENCE CAPABILITIES.

Results Expected: GREATER MARKET ACCESS

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

Activity: OUTGOING MISSION COMPRISING SELECTED CDN. SUPPLIERS OF SHIPBORNE SYSTEMS RANGING FROM COMMUNICATIONS/ELECTRONICS EQPT TO HELICOPTER SUPPORT & SHIP REPLENISHMENT SYSTEMS.

Results Expected: MAJOR INPUT INTO INDONESIAN FRIGATE PROGRAM RELATED TO PROVISION OF SHIPBORNE SYSTEMS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV.

Subsector: 042 ARMAMENTS &amp; VEHICLES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	1.50M	\$ 0.00M	\$ 0.00M	\$ 0.20M
Canadian Share of Import Market	1.00%	1.00%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 051 UNITED KINGDOM	060 %
ii) 112 FRANCE	020 %
iii) 038 BELGIUM	020 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports In Canadian \$	
i) AMMUNITION (VARIOUS CALIBRES)	\$ 1.40 M
ii) ARMoured VEHICLES	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.i) Project Name: ARMoured VEHICLE PROCUREMENT-POSSIBLE-  
INITIAL BUY OF 20 VEHICLES

Approximate Value: \$ 10 M

Financing Source: 012 DOM 024 BC

For further info. please contact:

D. I. MACLEOD, CANADIAN EMBASSY, JAKARTA

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- difficulties in obtaining credit facilities in Canada

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ONGOING EFFORTS TO PROMOTE AWARENESS OF CANADIAN DEFENCE INDUSTRY CAPABILITIES.

Results Expected: GREATER MARKET ACCESS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL &amp; ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	3.00M	\$ 1.00M	\$ 2.00M	\$ 2.00M
Canadian Share of Import Market	1.00%	1.00%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 128 GERMANY WEST	015 %
iii) 112 FRANCE	015 %
iv) 051 UNITED KINGDOM	008 %
v) 354 NETHERLANDS	002 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) COMMUNICATIONS EQUIPMENT	\$ 0.00 M
ii) SURVEILLANCE EQUIPMENT	\$ 0.00 M
iii) SIMULATORS	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: NOT DEFINED.

Approximate Value: \$ M

Financing Source:

For further info. please contact:

D. I. MACLEOD, CANADIAN EMBASSY, JAKARTA

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ONGOING EFFORTS THROUGH INDONESIAN ARMED FORCES CONTACTS TO PROMOTE GREATER AWARENESS OF CANADIAN CAPABILITIES.

Results Expected: GREATER MARKET ACCESS AND SHARE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

Subsector: 051 REMOTE SENSING

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	4.00M	\$ 3.00M	\$ 2.50M	\$ 2.00M
Canadian Share of Import Market	40.00%	40.00%	40.00%	40.00%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	020 %
ii) 507 SWEDEN	020 %
iii) 577 UNITED STATES OF AMERICA	020 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports In Canadian \$
i) GEOPHYSICAL SURVEY \$ 4.00 M
ii) MAPPING \$ 4.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: MAPPING & GEOPHYSICAL SURVEY  
{ONGOING REQUIRMENTS}  
Approximate Value: \$ 10 M  
Financing Source: 001 IBRD 006 ASDB  
For further info. please contact:  
D. I. MACLEOD CDN. EMB. JAKARTA

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

Y

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONYINUED PROMOTION THROUGH GOI CONTACTS OF CDN. CAPABILITIES

Results Expected: CONTINUALLY INCREASING MARKET SHARE

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 200.00M	\$ 100.00M	\$ 60.00M
Canadian Exports \$	30.00M	\$ 3.00M	\$ 1.30M	\$ 0.60M
Canadian Share of Import Market	1.50%	0.50%	0.50%	0.50%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	040 %
ii) 265 JAPAN	030 %
iii) 112 FRANCE	010 %
iv) 577 UNITED STATES OF AMERICA	010 %
v) 051 UNITED KINGDOM	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) SYSTEMS MANAGEMENT	\$ 25.00 M
ii) TELECOM COMPONENTS	\$ 20.00 M
iii) TELECOM TRAINING	\$ 10.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: IMPROVED MANAGEMENT SYSTEM (IMS) FOR TELEPHONE NETWORK

Approximate Value: \$ 200 M

Financing Source: 024 BC

For further info. please contact:

D. I. MACLEOD CDN. EMB. JAKARTA

ii) Project Name: TELEPHONE EXPANSION (CONSULTING & TRAINING)

Approximate Value: \$ 200 M

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Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: TOURIST DATA BANK & TERMINALS

Approximate Value: \$ M

Financing Source: 025 OTHER

For further info. please contact:

D. I. MACLEOD CDN. EMB. JAKARTA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PROMOTION OF CDN. SYSTEMS MANAGEMENT CAPABILITIES

Results Expected: GREATER MARKET ACCESS DOWNSTREAM FOR CDN. EGPT. & EXPERTISE

Activity: PROMOTION OF CDN. TRAINING CAPABILITIES

Results Expected: SENSITIZATION OF DG POSTEL/PERUMTEL OFFICIALS TO CDN. TELECOMS CAPABILITY

Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

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

Activity: CONTINUING VISITS TO CDA OF SEINOR DG POSTEL & PERUMTEL OFFICIALS

Results Expected: GREATER AWARENESS OF CDN. CAPABILITIES

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 054 COMPUTERS, SOFTWARE &amp; SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 100.00M	\$ 100.00M	\$ 50.00M
Canadian Exports \$	150.00M	\$ 25.00M	\$ 20.00M	\$ 5.00M
Canadian Share of Import Market	50.00%	25.00%	20.00%	10.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 265 JAPAN	020 %
iii) 112 FRANCE	010 %
iv) 354 NETHERLANDS	010 %
v) 051 UNITED KINGDOM	010 %
vi) 214 INDONESIA	010 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports:

Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports

	In Canadian \$
i) AMH SYSTEMS	\$ 20.00 M
ii) TDMA	\$ 15.00 M
iii) SCADA	\$ 10.00 M
iv) SATALLITE CONTROLS	\$ 0.00 M
v) METEOROLOGY	\$ 20.00 M
vi) REMOTE SENSING	\$ 50.00 M
vii) LAPAN (AEROSPACE)	\$ 100.00 M
viii) FREQ. MGT.	\$ 30.00 M
ix) TECHNICAL ASSISTANCE (PERUMTEL)	\$ 0.00 M
x) AIR NAVAGATION AID	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: FREQ. MGT.  
Approximate Value: \$ 12 M

Financing Source: 024 BC  
For further info. please contact:  
J. SURIA, CDN EMB. JAKARTA

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Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: AMH SYSTEM

Approximate Value: \$ 53 M  
Financing Source: 024 BC  
For further info. please contact:  
J. SURIA CDN. EMB. JAKARTA

iii) Project Name: EARTH RESOURCES SATALITE GROUND STATION

Approximate Value: \$ 14 M  
Financing Source: 024 BC  
For further info. please contact:  
J. SURIA CDN. EMB. JAKARTA

iv) Project Name: AUTOMATIC WEATHER STATION

Approximate Value: \$ 6 M  
Financing Source: 024 BC  
For further info. please contact:  
J. SURIA CDN. EMB. JAKARTA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be high

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: SEMINARS & PHYSICAL DEMONSTRATIONS

Results Expected: INCREASED OPPORTUNITY TO WIN TENDER

Activity: CIDA SHOULD PROVIDE MORE FINANCING BACK-UP TO INDONESIA

Results Expected: INCREASE OPPORTUNITY TO WIN TENDER

Activity: FINANCIAL BACKUP SHOULD BE MORE IN THE FORM OF SOFT LOANS OR GRANTS.

Results Expected: INCREASE OPPORTUNITY TO WIN TENDER

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

Activity: SEMINARS & PHYSICAL DEMONSTRATIONS

Results Expected: INCREASE OPPORTUNITY TO WIN TENDER

Activity: CONVINCING CIDA TO PROVIDE MORE SOFT LOANS & GRANTS TO INDONESIA

Results Expected: INCREASE OPPORTUNITY TO WIN TENDER

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 006 ELECTRONICS EQUIP. &amp; SERV

Subsector: 062 INSTRUMENTATION

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	50.00M	\$ 100.00M	\$ 50.00M	\$ 30.00M
Canadian Exports \$	5.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	10.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	040 %
ii) 128 GERMANY WEST	020 %
iii) 577 UNITED STATES OF AMERICA	010 %
iv) 112 FRANCE	010 %
v) 354 NETHERLANDS	010 %
vi) 051 UNITED KINGDOM	010 %

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

Current status of Canadian exports: No Export results to date

Products/services for which there are  
good market prospectsCurrent Total Imports  
In Canadian \$

i) ELECTRICITY CONTROL PANEL	\$ 100.00 M
ii) ELECTRICITY CONTROL PANEL SIMULATOR	\$ 15.00 M
iii) FLIGHT SIMULATOR	\$ 30.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: ELECTRICITY CONTROL PANEL SIMULATOR  
Approximate Value: \$ 15 M  
Financing Source: 024 BC  
For further info. please contact:  
PLN

ii) Project Name: FLIGHT SIMULATOR  
Approximate Value: \$ 10 M  
Financing Source: 024 BC

CIVIL AVATION

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Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- iii) Project Name: RADAR SIMULATOR  
Approximate Value: \$ 10 M  
Financing Source: 024 BC  
For further info. please contact:  
CIVIL AVATION

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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

Activity: FOLLOW-UP PROSPECTS IDENTIFIED DURING HIGH TECHNOLOGY MISSION SCHEDULED FOR JAN/FEB 88.

Results Expected: INCREASE CDN. MARKETING OPPORTUNITIES

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 071 HYDRO

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	80.00M	\$ 80.00M	\$ 100.00M	\$ 100.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	060 %
ii) 112 FRANCE	010 %
iii) 616 OTHER COUNTRIES	030 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$
i) TURBINES \$ 0.00 M
ii) GENERATORS \$ 0.00 M
iii) SWITCHGEAR \$ 0.00 M
iv) ENGINEERING \$ 4.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: MINE HYDRO 200 SITES  
Approximate Value: \$ 60 M  
Financing Source:  
For further info. please contact:  
M. L. CLARK

ii) Project Name: SENTANI WEST IRIAN  
Approximate Value: \$ 85 M  
Financing Source:  
For further info. please contact:  
M. L. CLARK

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: PLN HAVE 5 PROJECTS AWAITING AVAILABILITY  
OF CONCESSIONAL BI-LATERAL FINANCING

Approximate Value: \$ M

Financing Source:

For further info. please contact:

M. L. CLARK

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: AWAITING POSSIBLE EDC/CONCESSIONAL FINANCING ESPECIALLY ON MINE  
HYDRO

Results Expected: START \$13.0M

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 072 THERMAL

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	80.00M	\$ 160.00M	\$ 130.00M	\$ 220.00M
Canadian Exports \$	20.00M	\$ 40.00M	\$ 10.00M	\$ 35.00M
Canadian Share of Import Market	25.00%	25.00%	7.50%	16.00%

## Major Competing Countries

## Market Share

- |                         |       |
|-------------------------|-------|
| i) 265 JAPAN            | 060 % |
| ii) 616 OTHER COUNTRIES | 015 % |

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

## Current Total Imports

In Canadian \$

- |                               |            |
|-------------------------------|------------|
| i) GAS TURBINES CO GENERATION | \$ 0.00 M  |
| ii) COAL HANDLING SYSTEM      | \$ 15.00 M |
| iii) COAL FIRED BOILERS       | \$ 80.00 M |

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: PAITON 2X400MW THERMAL  
Approximate Value: \$ 260 M  
Financing Source: 001 IBRD 025 OTHER  
For further info. please contact:  
M. L. CLARK

- ii) Project Name: GRESIK 3X300MW GAS CO GEN.  
Approximate Value: \$ 360 M  
Financing Source: 025 OTHER  
For further info. please contact:  
M. L. CLARK

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- iii) Project Name: MEDAN 1X300MW GAS CO GEN.  
Approximate Value: \$ 120 M  
Financing Source: 025 OTHER  
For further info. please contact:  
M. L. CLARK

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 073 NUCLEAR

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	36.00M	\$ 24.00M	\$ 12.00M	\$ 70.00M
Canadian Exports \$	0.00M	\$ 24.00M	\$ 12.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	100.00%	100.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	000 %
ii) 128 GERMANY WEST	112 %
iii) 112 FRANCE	000 %
iv) 577 UNITED STATES OF AMERICA	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) NUCLEAR REACTOR CORE

\$ 0.00 M

ii) CONSULTING

\$ 6.00 M

iii) FUEL ROD PLANT

\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: NUCLEAR POWER PLANT

Approximate Value: \$ 250 M

Financing Source: 023 EDC

025 OTHER

For further info. please contact:

M. L. CLARK

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:

DECISION WILL BE HIGHLY POLITICAL

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ONGOING ASSISTANCE TO AEC & CANADA

Results Expected:

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

Activity: VISIT BY MIN. OF SCIENCE & TECHNOLOGY, HABIBIE

Results Expected: CONVINCING HABIBIE OF CDN. ABILITY & THUS DISPELLING ANY POTENTIAL

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 074 TRANSMISSION

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	80.00M	\$ 8.00M	\$ 80.00M	\$ 80.00M
Canadian Exports \$	0.00M	\$ 1.00M	\$ 1.50M	\$ 0.50M
Canadian Share of Import Market	0.00%	2.00%	2.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	075 %
ii) 128 GERMANY WEST	010 %
iii) 616 OTHER COUNTRIES	015 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) TRANSFORMERS	\$ 63.00 M
ii) SCADA	\$ 15.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: E. JAVA SCADA  
Approximate Value: \$ 8 M  
Financing Source: 001 IBRD  
For further info. please contact:  
M. L. CLARK

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 084 RAIL

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	100.00M	\$ 50.00M	\$ 69.00M	\$ 55.00M
Canadian Exports \$	45.00M	\$ 26.00M	\$ 23.00M	\$ 5.00M
Canadian Share of Import Market	45.00%	52.00%	33.00%	9.00%

## Major Competing Countries

## Market Share

- |                          |       |
|--------------------------|-------|
| i) 265 JAPAN             | 040 % |
| ii) 051 UNITED KINGDOM   | 020 % |
| iii) 616 OTHER COUNTRIES | 040 % |

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) LOCOMOTIVES	\$ 30.00 M
ii) SIGNALLING	\$ 10.00 M
iii) COMMUNICATIONS	\$ 30.00 M
iv) LRT FUTURE	\$ 20.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

## i) Project Name: SUMATURA SIGNALLING SYSTEM

Approximate Value: \$ 25 M

Financing Source: 024 BC

For further info. please contact:

M. L. CLARK

## ii) Project Name: JAVA REGION COMMUNICATIONS/SIGNALLING

Approximate Value: \$ 100 M

Financing Source: 024 BC

For further info. please contact:

M. L. CLARK

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- iii) Project Name: JAKARTA CITY URBAN TRANSIT  
Approximate Value: \$ 125 M  
Financing Source: 024 BC  
For further info. please contact:  
M.L. CLARK

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- other factor(s) described by the Trade Office as follows:  
SOFT FINANCING - DEVELOPMENT FUNDING NEEDED

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- the presence of CIDA programs which have opened the market to Canadian companies
- the availability of competitive Canadian financing

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PREPARE REPORT ON URBAN RAIL TRANSPORT PLANS IN JAKARTA

Results Expected: POTENTIAL SALE OF LRT SYSTEM \$80M

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

Activity: STUDY OF SIGNALLING SYSTEMS NEEDED ON S. SUMARTA RAIL SYSTEM

Results Expected: POSSIBLE SALE OF LICS SYSTEM C \$ 25.0

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Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

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

Activity: STUDY OF JAVA RAIL SYSTEM TELECOMS & SIGNALLING NEEDS

Results Expected: IDENTIFY POSSIBLE MARKET

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	12.00M	\$ 2.00M	\$ 1.70M	\$ 5.40M
Canadian Share of Import Market	1.00%	1.00%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 051 UNITED KINGDOM	030 %
iii) 128 GERMANY WEST	020 %
iv) 499 SPAIN	010 %
v) 112 FRANCE	010 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) AIRCRAFT ENGINES	\$ 25.00 M
ii) LANDING GEAR OVERHAUL/MAINTAINENCE EGPT.	\$ 0.00 M
iii) QUENCH VACUUM FURNACE	\$ 0.00 M
iv) SIMULATORS	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ASSISTANCE TO MENASCO AEROSPACE IN STUDY & SUBSEQUENT PROVISION OF LANDING GEAR OVERHAUL & MAINTENANCE FACILITY TO IPTN

Results Expected: PROVISION OF SUBJECT FACILITY TO IPTN

Activity: ASSISTANCE TO VAC AERO IN MARKETING OF QUENCH VACUUM FURNACE TO IPTN.

Results Expected: PROVISION OF SUBJECT FURNACE TO IPTN

Activity: ASSISTANCE TO P & W CDA, AS REQUIRED, IN CONTINUED MARKETING OF PT 6 TWINPAC ENGINES.

Results Expected: ONGOING TWINPAC SALES FOR BELL 412 HELICOPTERS ASSEMBLED BY IPTN.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

- i) 577 UNITED STATES OF AMERICA
- ii) 507 SWEDEN

000 %  
000 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

60-100 \$M

Current status of Canadian exports:

Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports

- i) MECHANICAL WOOD PULP
- ii) COATED PAPERS
- iii) CHEMICAL WOOD PULP
- iv) NEWSPRINT

In Canadian \$  
\$ 16.00 M  
\$ 0.00 M  
\$ 80.00 M  
\$ 4.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- high tariffs
- non-tariff protectionist measures which are difficult to overcome

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: REPRESENTATION & PROTEST OF BAN ON NEWSPRINT IMPORTS MIGHT BE CONSIDERED

Results Expected:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 096 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	30.00M	\$ 25.00M	\$ 10.00M	\$ 6.00M
Canadian Exports \$	0.00M	\$ 1.00M	\$ 0.50M	\$ 5.00M
Canadian Share of Import Market	0.00%	4.00%	4.00%	8.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 128 GERMANY WEST	000 %
iii) 112 FRANCE	000 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) LOGGING TRUCKS	\$ 30.00 M
ii) OTHER CATAGORIES	\$ 0.00 M
iii) PULP CHEMICAL PLANT	\$ 20.00 M
iv) PULP/PAPER MACHINERY	\$ 40.00 M
v) CONTROL SYSTEMS	\$ 10.00 M
vi) RECOVERY BOILERS	\$ 15.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: INDAH KIAT PULP  
Approximate Value: \$ 50 M  
Financing Source: 025 OTHER  
For further info. please contact:  
M. L. CLARK

ii) Project Name: KERTAS KRAFT CILICAP  
Approximate Value: \$ 160 M  
Financing Source: 025 OTHER

For further info. please contact:  
M. L. CLARK

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Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

RISK

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

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

Activity: PREPARE SUMMARY REPORT ON PULP & PAPER EXPANSION

Results Expected: AWARENESS OF MARKET BY CDN. FIRMS

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 096 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 45.00M	\$ 35.00M	\$ 35.00M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 5.00M	\$ 5.00M
Canadian Share of Import Market	16.00%	9.00%	14.00%	14.00%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	000 %
ii) 265 JAPAN	000 %
iii) 577 UNITED STATES OF AMERICA	000 %
iv) 051 UNITED KINGDOM	000 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) TRUCKS	\$ 20.00 M
ii) MATERIAL HANDLING	\$ 5.00 M
iii) GOLD RECLAIM EQPT.	\$ 4.00 M
iv) MATERIAL HANDLING	\$ 4.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: KALTIM PRIMA MINE  
Approximate Value: \$ 290 M  
Financing Source: 025 OTHER  
For further info. please contact:  
M.L. CLARK

ii) Project Name: BANKO COAL MINE  
Approximate Value: \$ 180 M  
Financing Source: 025 OTHER  
For further info. please contact:

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Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- iii) Project Name: VARIOUS GOLD PROPERTIES  
Approximate Value: \$ 40 M  
Financing Source: 025 OTHER  
For further info. please contact:  
M. L. CLARK

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: PREPAR REPORT ON GOLD & COAL SECTORS

Results Expected: IMPROVED ACCESS BY CDN. FIRMS

Activity: MAILING OF PRODUCT LITERATURE TO GOLD COMPANIES

Results Expected: POSSIBLE DIRECT SALE BY CDN. COMPANIES

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 108 MINE DEVELOPEMENT SERVICES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 25.00M	\$ 20.00M	\$ 30.00M
Canadian Exports \$	0.00M	\$ 2.50M	\$ 4.00M	\$ 4.00M
Canadian Share of Import Market	0.00%	10.00%	20.00%	13.00%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	050 %
ii) 265 JAPAN	015 %
iii) 051 UNITED KINGDOM	010 %
iv) 616 OTHER COUNTRIES	025 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports

	In Canadian \$
i) DEVELOPMENT STUDY	\$ 20.00 M
ii) OPERATIONS	\$ 10.00 M
iii) EQUITY OPERATIONS	\$ 10.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: BANCO COAL MINE DEVELOPMENT  
Approximate Value: \$ 180 M  
Financing Source: 025 OTHER  
For further info. please contact:  
M. L. CLARK

ii) Project Name: AIR LAYA MINE MAWA GEMENT  
Approximate Value: \$ 10 M  
Financing Source: 001 IBRD  
For further info. please contact:  
M. L. CLARK

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

GOLD MINING JV OPERATIONS ARE GROWING RAPIDLY

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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

Activity: PREPARE REPORT & LISTING OF JV OPERATIONS

Results Expected: ACCESS FOR SERVICES PROMOTION

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 096 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	150.00M	\$ 130.00M	\$ 160.00M	\$ 210.00M
Canadian Exports \$	10.00M	\$ 8.00M	\$ 3.00M	\$ 6.00M
Canadian Share of Import Market	6.60%	6.60%	1.60%	2.80%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 265 JAPAN	030 %
iii) 467 SINGAPORE	010 %
iv) 051 UNITED KINGDOM	005 %
v) 616 OTHER COUNTRIES	015 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) PUMPS/VALVES/COMP.	\$ 40.00 M
ii) CHEMICALS	\$ 20.00 M
iii) INSTRUMENTATION	\$ 20.00 M
iv) SERVICES	\$ 10.00 M
v) ENGINEERING PIPELINE	\$ 10.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: E. JAVA GAS PIPELINE  
Approximate Value: \$ M  
Financing Source: 025 OTHER  
For further info. please contact:  
M. L. CLARK/P. HUTASOIT
- ii) Project Name: CITIES GAS DISTRIBUTION PROJECT  
Approximate Value: \$ 110 M

Financing Source: 001 IBRD  
For further info. please contact:  
P. HUTASOIT

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Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

PRODUCT PREFERENCES AS WELL AS COMPLEX BUYING PROCESS FAVOUR LOCAL JV PRODUCTION BY CDN. FIRMS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: CONTINUOUS MONITORING OF E. JAVA GAS PIPELINE OPPORTUNITY

Results Expected: CDN. COMPANIES PROVIDED WITH FOCUSED LIST OF OPPORTUNITIES

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 012 PETROCHEM &amp; CHEM PROD, EQP, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	600.00M	\$ 650.00M	\$ 600.00M	\$ 550.00M
Canadian Exports \$	24.00M	\$ 23.00M	\$ 21.00M	\$ 19.00M
Canadian Share of Import Market	1.00%	1.00%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 467 SINGAPORE	070 %
ii) 265 JAPAN	020 %
iii) 434 TAIWAN	010 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

i) CHEMICAL & PETROCHEMICAL PRODUCTS	\$ 200.00 M
ii) PLASTIC PRODUCTS & EQPT.	\$ 400.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters.
- other factor(s) described by the Trade Office as follows:

MARKET HAS NEVER BEEN THOROUGHLY INVESTIGATED & PROSPECTS FOR CDN  
PRODUCTS THEREFORE NOT DEFINED.

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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

Activity: COMPREHENSIVE MARKET STUDY.

Results Expected: DEFINE MARKET PROSPECTS FOR CDN. PRODUCTS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 152 EQUIPMENT &amp; MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	74.00M	\$ 72.00M	\$ 72.00M	\$ 70.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	1.00%	1.00%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	050 %
ii) 128 GERMANY WEST	020 %
iii) 577 UNITED STATES OF AMERICA	015 %
iv) 467 SINGAPORE	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 0-1 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) TRUCK MOUNTED CRANES	\$ 0.00 M
ii) BULLDOZERS (ALL TYPES)	\$ 34.00 M
iii) OTHER CRAN & MOBILE LIFTING FRAMES	\$ 8.30 M
iv) EXCAVATORS	\$ 9.80 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

## Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- product/service information from Canadian companies

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

Activity: MARKET STUDY

Results Expected: DEFINE MARKET REQUIRMENTS & CDN. PRODUCT VIABILITY

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

Subsector: 161 MANUFACT &amp; MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	6.00M	\$ 5.00M	\$ 6.00M	\$ 5.50M
Canadian Exports \$	0.30M	\$ 0.10M	\$ 0.10M	\$ 0.10M
Canadian Share of Import Market	2.00%	1.00%	1.00%	1.00%

Major Competing Countries	Market Share
i) 265 JAPAN	040 %
ii) 268 KOREA	025 %
iii) 434 TAIWAN	020 %
iv) 577 UNITED STATES OF AMERICA	005 %
v) 112 FRANCE	005 %
vi) 128 GERMANY WEST	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) OVERHEAD TRAVELLING CRANES	\$ 0.00 M
ii) STRAIGHTLINE LIQUID FILLERS	\$ 0.00 M
iii) AUTOMATIC WELDING EQPT.	\$ 0.00 M
iv) ABRASIVE GRINDING WHEELS	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: SUGAR FACTORY MACHINERY  
Approximate Value: \$ 5 M  
Financing Source: 024 BC  
For further info. please contact:  
H. DJAELANI CDN. EMBASSY JAKARTA
- ii) Project Name: STEEL FACTORY MACHINERY.  
Approximate Value: \$ 3 M

Financing Source: 024 BC  
For further info. please contact:  
H. DJAELANI CDN EMBASSY JAKARTA

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Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: CEMENT FACTORY MACHENERY  
Approximate Value: \$ 2 M  
Financing Source: 024 BC  
For further info. please contact:  
H. DALELANI CDN. EMBASSY JAKARTA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be high

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: SEMINAR & TECHNICAL PRESENTATIONS

Results Expected: INCREASED SUPPLY OF CDN. INDUSTRIAL MACHINERY TO INDONESIA.

Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

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

Activity: STUDY ON CDN. INDUSTRIAL MACHENERY, PLANT & SERVICES CAPABILITY & VIABILITY.

Results Expected: GREATER MARKET ACCESS DOWNSTREAM.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		

Mission: 505 JAKARTA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

010 FAIRS 010	JAKARTA	1188
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Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		

Mission: 505 JAKARTA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

010 FAIRS PACKAGING AND FOOD PROCESSING INDONESIA	JAKARTA	1289
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Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

010 FAIRS ELECTRONIC INDONESIA	JAKARTA	1189
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Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

010 FAIRS CANADIAN SOLO EDUCATION TRAINING SHOW	JAKARTA	0489
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## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 506 SHANGHAI

Country: 192 PEOPLE'S REP OF CHINA

SHANGHAI & REGION PERFORMED WELL OVER THE FIRST 9 MONTHS OF 87. SHANGHAI'S INDUSTRIAL PRODUCTION WAS UP 7.8% OVER THE SAME PERIOD LAST YEAR WHILE EXPORTS WERE AN IMPRESSIVE 14.8% HIGHER. ECONOMIC VITALITY IN SHANGHAI BODES WELL FOR SURROUNDING REGION A FACT ILLUSTRATED IN RECENT STATISTICS SHOWING THE OUTPUT OF CHINA'S TOP 20 INDUSTRIAL CITIES: SHANGHAI LED THE GROUP BY A WIDE MARGIN BUT THE LIST ALSO CONTAINED AN ADDITIONAL 8 CITIES OF THE GREATER SHANGHAI ECONOMIC ZONE. THIS IS INDICATIVE OF THE CLOSE ECONOMIC INTEGRATION BETWEEN SHANGHAI & ITS NEIGHBOURS SOMETHING THAT REGIONAL PLANNERS ARE EAGER TO EXPAND & ENHANCE. THERE WAS ALSO WELCOME EVIDENCE THAT THE REGIONAL INVESTMENT CLIMATE IS IMPROVING STEADILY. SOME OF THE LARGEST OF THE CITY'S 276 FOREIGN INVESTMENT PROJECTS ARE BEGINNING TO RECORD PROFITS & EXPORT A PORTION OF PRODUCTION. FURTHER IN AN EFFORT TO ATTRACT NEW INVESTMENT & IMPROVE THE ENVIRONMENT FOR EXISTING PROJECTS. THE MUNICIPALITY HAS UNDERTAKEN TO STREAMLINE THE REGULATORY/APPROVAL PROCESS THROUGH THE CREATION OF A SINGLE INVESTMENT ADVISORY OFFICE THE ESTABLISHMENT OF NEW & MORE INNOVATIVE FINANCIAL SERVICES & INSTITUTIONS AND THE PUBLICATION OF GUIDES OUTLINING OPPORTUNITIES CREATED BY SHANGHAI'S IMPROVING INVESTMENT ENVIRONMENT. THIS WAS THE THEME FOR A MAJOR SHANGHAI ECONOMIC LEADERS MISSION TO CDA LED BY VICE MAYOR LIZ ZHAO JI WHO HAS EMERGED AS A FOREFUL PROPONENT OF CHANGE. WHILE SHANGHAI HAS NOT ELIMINATED RED TAPE & BUREAUCRACY FOREIGN INVESTORS REPORT THAT SUCH HIGH LEVEL SUPPORT IS LEADING TO REAL & POSITIVE CHANGE. THERE HAVE BEEN SIGNIFICANT DEVELOPMENTS VIS-A-VIS SHANGHAI'S MAJOR INFRASTRUCTURE PROJECTS. THE METRO (SUBWAY) CORPORATION HAS BEGUN COLLECTING TECHNICAL & FINANCIAL INFORMATION FROM FOREIGN FIRMS & THE MAJOR WASTE WATER TREATMENT PROJECT HAS ENTERED THE TENDERING PHASE. PLANNING CONTINUES ON THE HUANGPU BRIDGE & COMMUNICATIONS TOWER PROJECTS AND THE CITY IS MOVING QUICKLY TO UPGRADE ITS OUTDATED AND OVER BURDENED TELEPHONE SYSTEM. THE ECONOMIC LEADERS MISSION NOTED ABOVE PROVIDED A WELCOME OPPORTUNITY TO HIGHLIGHT CDN INTEREST IN THESE PROJECTS & TO OUTLINE SUPPORT OFFERED BY AGENCIES SUCH AS CIDA & EDC. FINANCIAL ACTIVITY CONTINUES TO BE BRISK WITH NEW INSTITUTIONS LIKE SHANGHAI INVESTMENT & TRUST CORP (SITCO) PATRIOTIC FINANCE CORPORATION & THE COMMUNICATIONS BANK MOVING AGGRESSIVELY TO CARVE OUT ROLES FOR THEMSELVES IN TRADE & INVESTMENT FINANCING & OFFERING WELCOME COMPETITION TO THE SHANGHAI BRANCH OF THE BANK OF CHINA. GREATER DIVERSITY & FLEXIBILITY IN THE FINANCIAL SECTOR IS A CRITICAL REQUIREMENT SINCE MUNICIPAL PLANS CALL FOR THE PROMPT & EFFICIENT PROVISION OF SHORT TERM FINANCING SUPPORT TO THE CITY'S MOST PROMISING EXPORT-ORIENTED FIRMS IN ORDER TO GENERATE THE ADDITIONAL FOREIGN EXCHANGE NEEDED TO FINANCE THE MAJOR PROJECTS LISTED ABOVE. GROWTH IN THE GREATER SHANGHAI REGION TENDS TO BE

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 506 SHANGHAI

Market: 192 PEOPLE'S REP OF CHINA

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

## 1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: MAJOR TRANSPORTATION INFRASTRUCTURE PROJECTS NOW UNDER ACTIVE CONSIDERATION. SEVERAL CDN FIRMS PURSUING. PROJECTS INCLUDE SUBWAY BRIDGE & AIRPORT EXPANSION PROV. AIRLINES BEING ESTABLISHED LOOKING AT FORGING

## 2. 006 ELECTRONICS EQUIP. &amp; SERV

REASONS: UPGRADING OF AGING INDUSTRIAL BASE OFFERS OPPORTUNITIES FOR CDN INSTRUMENTATION SUPPLIERS. SECTOR IS NOW TARGET OF POST-INITIATED MARKET DEVELOPMENT STRATEGY. EXPANSION OF PORT OF SHANGHAI INCLUDES REQUIREME

## 3. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: EXPANSION OF SHANGHAI TELEPHONE NETWORK UNDERWAY ON PRIORITY BASIS. SECOND PHASE BEING CONSIDERED. EQUIPMENT & MANAGEMENT SERVICES REQUIRED. CDN INDUSTRY FOCUSING ON POTENTIAL. TV TOWER PROJECT FOR

## 4. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: AS A DAIRY BREEDING CENTRE FOR LAL OF SOUTH CHINA SHANGHAI HAS BEEN LOOKING TO CDA FOR IMPROVED BREEDING STOCK (EMBRYOS SEMEN). POULTRY SECTOR IS ALSO UNDERGOING EXPANSION IMPROVEMENT & CDN EXPERTISE RECOG-

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

1. 003 GRAINS AND OILSEEDS
2. 012 PETROCHEM & CHEM PROD, EQP, SERV
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 010 MINE, METAL, MINERAL PROD & SRV

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 506 SHANGHAI

Market: 192 PEOPLE'S REP OF CHINA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 500.00M	\$ 0.00M	\$ 0.00M NA
Canadian Exports \$	20.00M	\$ 15.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	4.00%	3.00%	0.00% NA	0.00% NA

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	018 %
ii) 609 EUROPEAN COMMON MARKET C	015 %
iii) 265 JAPAN	007 %
iv) 011 AUSTRALIA	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

i) DAIRY CATTLE	In Canadian \$
ii) FOOD HANDLING/PROCESS EQUIPMENT	\$ 4.00 M
iii) POULTRY BREEDING STOCK/EQUIPMENT	\$ 50.00 M
	\$ 5.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: JIANGXI RED SOILS PROJECT

Approximate Value: \$ 60 M

Financing Source: 001 IBRD

For further info. please contact:

J. D. MULRONEY, SHANGHAI TELEX 33608 CANAD CN

## Export and Investment Promotion Planning System

MISSION: 506 SHANGHAI

COUNTRY: 192 PEOPLE'S REP OF CHINA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE PROMOTION OF CDN LIVESTOCK FOR IBRD FUNDED RED SOILS PROJECT.

Results Expected: SALES CONTRACT FOR CDN CATTLE, PIGS IN FY 88/89

Activity: SUPPORT DEVELOPMENT OF AG EXCHANGES BETWEEN ZHEJIANG PROVINCE AND B. C.

Results Expected: CONTINUED SALES OF SEMEN. DEVELOPMENT OF MARKET FOR WIDER RANGE OF AG PRODUCTS FM CANADA

Activity: ASSIST SHANGHAI DAIRY CORP IN EFFORTS TO ACQUIRE BREEDING STOCK/ TECHNOLOGY FM CANADA.

Results Expected: ESTABLISHMENT OF COOP BREEDING CENTRE, INCREASED SALES OF CDN SEMEN AND EMBRYOS.

Export and Investment Promotion Planning System

MISSION: 506 SHANGHAI

COUNTRY: 192 PEOPLE'S REP OF CHINA

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

Activity: SUPPORT EXHIBITION OF FOOD PACKAGING PROCESSING TECH PLANNED BY ONTARIO GOVT FOR NANJING SCIENCE AND TECH CENTRE.

Results Expected: INTRODUCE CDN TECHNOLOGY; DEVELOP SALES OPPORTUNITIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 506 SHANGHAI

Market: 192 PEOPLE'S REP OF CHINA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 250.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	6.00M	\$ 4.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	2.00%	1.60%	0.00% NA	0.00% NA

## Major Competing Countries

## Market Share

i) 265 JAPAN	060 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 128 GERMANY WEST	005 %
iv) 507 SWEDEN	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

In Canadian \$

i) TELEPHONE SWITCHING SYST	\$ 0.00 M
ii) TV BROADCASTING EQPT	\$ 0.00 M
iii) TELEX SWITCHING EQPT	\$ 0.00 M
iv) CAD/CAM TECHNOLOGY	\$ 0.00 M
v) COMPUTER TECHNOLOGY	\$ 0.00 M
vi) TELECOM MANAGEMENT SERV.	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: SHANGHAI TELEPHONE NETWORK  
Approximate Value: \$ 50 M  
Financing Source: 023 EDC  
For further info. please contact:  
D. MULRONEY/WU QING DA

ii) Project Name: TV TOWER PROJECT  
Approximate Value: \$ 90 M

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Export and Investment Promotion Planning System

MISSION: 506 SHANGHAI

COUNTRY: 192 PEOPLE'S REP OF CHINA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP ON DISCUSSIONS HELD DURING SHANGHAI ECONOMIC LEADERS MISSION IN CDA ON TV TOWER PROJECT.

Results Expected: FIRING UP STRUCTURE OF CDN APPROACH TO BLD ON PROJECT WITHIN FY 87/88.

Activity: FOLLOW-UP TO SHANGHAI ECONOMIC LEADERS MISSION TO CDA RE TELEPHONE NETWORK EXPANSION.

Results Expected: ESTABLISH CDN MFTRS AS COMPETITIVE POTENTIAL SUPPLIERS FOR EXPANSION PROJECTS.

Activity: SUPPORT CDN SUPPLIER OF TELEX EXCHANGE EQUIPMENT IN CONCLUDING SALE CONTRACT CURRENTLY IN LAST PHASE OF NEGOTIATIONS.

Results Expected: SALE CONTRACT.

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Export and Investment Promotion Planning System

MISSION: 506 SHANGHAI

COUNTRY: 192 PEOPLE'S REP OF CHINA

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

Activity: DEVELOP FOCUS ON RURAL TELECOM SECTOR.

Results Expected: PROVIDE MKT INTELLIGENCE ON EMERGING SECTOR.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 506 SHANGHAI

Market: 192 PEOPLE'S REP OF CHINA

Sector: 006 ELECTRONICS EQUIP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	130.00M	\$ 100.00M	\$ 90.00M	\$ 0.00M
Canadian Exports \$	2.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	1.50%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	070 %
ii) 577 UNITED STATES OF AMERICA	010 %
iii) 128 GERMANY WEST	008 %
iv) 112 FRANCE	005 %
v) 051 UNITED KINGDOM	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) PROCESS CONTROLS	\$ 20.00 M
ii) POLLUTION DETECTION EQPT	\$ 15.00 M
iii) NAU AIDS	\$ 10.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: SHANGHAI ENVIRONMENTAL PROJECT

Approximate Value: \$ 600 M

Financing Source: 001 IBRD

For further info. please contact:

J.D. MULRONEY ZHOU SI BO

ii) Project Name: SHANGHAI PORT DEVELOPMENT

Approximate Value: \$ 20 M

Financing Source: 023 EDC

For further info. please contact:

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Export and Investment Promotion Planning System

MISSION: 506 SHANGHAI

COUNTRY: 192 PEOPLE'S REP OF CHINA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- iii) Project Name: SHANGHAI MACHINE TOOLS
- Approximate Value: \$ 230 M
- Financing Source: 001 IBRD
- For further info. please contact:  
J. D. MULRONEY ZHOU SI BO

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP ON RESULTS OF INSTRUMENTATION MARKET STUDY AND OUTGOING MISSION.

Results Expected: BUILD ON DEVELOPING AWARENESS OF CDN CAPABILITY. ESTABLISHMENT OF JOINT VENTURES. NEW EXPORT SALES.

Activity: PURSUE PROMOTION OF CANADIAN EXPERTISE IN TERMS OF VESSEL TRAFFIC MANAGEMENT.

Results Expected: SECURE CONTRACT FOR CDN TEAM.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 506 SHANGHAI

Market: 192 PEOPLE'S REP OF CHINA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	950.00M	\$ 800.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	20.00M	\$ 15.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	2.10%	1.90%	0.00%	0.00%

## Major Competing Countries

	Market Share
i) 265 JAPAN	033 %
ii) 577 UNITED STATES OF AMERICA	022 %
iii) 553 UNION OF SOVIET SOC REP	008 %
iv) 128 GERMANY WEST	006 %

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

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) ROLLING STOCK SUBWAY	\$ 0.00 M
ii) AIRCRAFT	\$ 0.00 M
iii) AIRPORT EQUIPMENT	\$ 0.00 M
iv) BRIDGE CONSTRUCTION SERVICES	\$ 0.00 M
v) MARINE COMPONENTS	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: SUBWAY/SHANGHAI  
Approximate Value: \$ 500 M  
Financing Source: 023 EDC  
For further info. please contact:  
POST: C. SARRAZIN/ZHOU SI BO

ii) Project Name: HUANGPU BRIDGE/SHANGHAI  
Approximate Value: \$ 200 M  
Financing Source: 023 EDC

For further info. please contact:  
C. SARRAZIN/ZHOU SI BO

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Export and Investment Promotion Planning System

MISSION: 506 SHANGHAI

COUNTRY: 192 PEOPLE'S REP OF CHINA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: AIRCRAFT FOR REGIONAL CARRIER  
Approximate Value: \$ 15 M  
Financing Source: 025 OTHER  
For further info. please contact:  
C. SARRAZIN/ZHOU SI BO

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUING SUPPORT THRUST FOR SALES OF AIRCRAFT TO REGIONAL CARRIER (INCLUDING IMPLEMENTATION OF CIDA SPONSORED STUDY OF AIRLINE DEVELOPMENT).

Results Expected: AIRCRAFT SALES CONTACT WITHIN FY87-88  
AIRCRAFT EQUIPMENT FY88-89/89-90

Activity: FOLLOW-UP TO SHANGHAI ECONOMIC LEADERS MISSION RELATED TO HUANGPU BRIDGE AND SUBWAY PROJECTS.

Results Expected: CDN PARTICIPATION IN PROJECTS FY 89/90 AND 90/91

Export and Investment Promotion Planning System

MISSION: 506 SHANGHAI

COUNTRY: 192 PEOPLE'S REP OF CHINA

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

Activity: ACTIVE ONGOING ASSISTANCE TO CDN FIRMS PURSUING PROJECTS IN SECTOR FOCUSING ON ELEMENT SUCH AS FINANCING AND COMPETITION.

Results Expected: ENSURE BEST POSITIONING FOR CDN BIDDERS.

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 510 PEKING

Country: 192 PEOPLE'S REP OF CHINA

THE RESULTS OF CHINA'S 13TH PARTY CONGRESS OF OCT 87 REAFFIRMED THE ECONOMIC POLICIES OF THE REFORMISTS LED BY DENG XIAOPING. THE MAIN TRUSTS WILL REMAIN OPENING OF THE MKT & PRICE REFORMS. SECTORS OF PRIORITY FOR DEVELOPMENT CONTINUE TO BE ELECTRIC POWER, TRANSPORTATION, RESOURCE DEVELOPMENT, COMMUNICATIONS & AGRICULTURE. RECENT POSITIVE TRADE FIGURES ARE CAUSE FOR CAUTIOUS OPTIMISM OVER CHINA'S ECONOMY. EVEN WITH DEPRESSED OIL PRICES, CHINA'S EXPORTS IN 86 INCREASED TO US\$28.4 BILLION WHILE IMPORTS REMAINED AT RECENT LEVELS OF US\$38.6 BILLION LEAVING A TRADE DEFICIT OF US\$10 BILLION. THE TRADE DEFICIT FOR THE 1ST HALF OF 87 WAS US\$2.0 BILLION DOWN FROM 1ST HALF OF 86 OF US\$6.5 BILLION. 1ST HALF EXPORTS WERE UP 29% & IMPORTS DOWN 4% FROM THE PREVIOUS YR. 2ND HALF TRADE PROGNOSIS INDICATES THIS TREND WILL CONTINUE AT A MORE MODEST RATE AS PRC RELIANCE ON INCREASED TEXTILES EXPORTS IS NOT POSSIBLE. INTERESTINGLY, THE SOVIET BLOC'S SHARE OF CHINA IMPORTS ROSE FROM 6.5 TO 8% IN 86. IMPORTS FROM USSR INCREASED BY 47% ALMOST ALL UNDER COUNTERTRADE ARRANGEMENTS. LACK OF SUFFICIENT FOREIGN EXCHANGE REMAINS A PROBLEM ALTHOUGH RECENT FIGURES SHOW A POSITIVE TREND. AT THE END OF 1ST HALF OF 87 FOREIGN EXCHANGE RESERVES STOOD AT US\$12.6 BILLION SUFFICIENT FOR 3 MO'S IMPORT COVERAGE AN IMPROVEMENT FROM 86. HOWEVER, CHINA MUST CONTINUE TO STRETCH ITS LIMITED FOREIGN EXCHANGE THROUGH INCREASED AID & CONCESSIONARY, FINANCING, TOURISM, CAPITAL MKT TRANSACTIONS & FOREIGN INVESTMENT. BARTER & COUNTERTRADE WILL CONTINUE TO BE A PRIORITY. THE RATE OF FOREIGN INVESTMENT WAS DOWN 23% IN 1ST HALF OF 87. THIS FOLLOWED A 48% DECLINE IN 86 WHICH WAS THE 1ST SINCE '79. FOREIGN INVESTORS STILL PERCEIVE INSUFFICIENT INCENTIVES & DIFFICULTIES ARE STILL BEING EXPERIENCED BY CURRENT OPERATING JOINT VENTURES. CHINA WILL HAVE TO CONTINUE TO ADDRESS THESE PROBLEMS & PRODUCE MORE ATTRACTIVE FOREIGN INVESTMENT LEGISLATION & CONDITIONS. NEW FOREIGN DEBT IN 86 WAS ABOUT US\$7 BILLION & AT YEAR END TOTAL FOREIGN DEBT STOOD AT US\$26 BILLION UP FROM US\$20 BILLION IN 85. IT IS ESTIMATED THAT FOREIGN DEBT WILL RISE TO US\$32.4 BILLION BY YEAR-END 87. NEVERTHELESS, THE DEBT SERVICE RATIO WILL REMAIN MANAGEABLE AT ABOUT 10%. THE WORLD BANK CONTINUES TO BE ACTIVE WITH AN ESTIMATED US\$1.4 BILLION IN NEW LOANS IN 87 & US\$2 BILLION PER YR FROM 88-90. THE ASIAN DEVELOPMENT BANK HAS JUST COMMENCED A MODEST PROGRAM. CHINA'S PROCESS TOWARDS REJOINING GATT IS EXPECTED TO INCREASE PRESSURE ON THE GOVT TO OPEN UP THE MKT EVEN MORE BY REMOVING VARIOUS NON-TARIFF BARRIERS & BY GIVING MORE TARIFF CONCESSIONS. THIS WOULD HAVE OBVIOUS POSITIVE IMPLICATIONS ON ACCESS TO THE CHINA MKT IN THE LONGER TERM. CHINA PLANS TO SPEND OVER US\$3 BILLION IN THE NEXT 5 YRS TO RENOVATE & UPGRADE SMALL & MEDIUM SIZED PLANTS. THIS FOCUS WILL BE ON ENERGY SAVING & QUALITY IMPROVEMENT IN ITS ELECTRONICS, TEXTILES, FOOD PROCESSING, CHEMICALS, PHARMACEUTICAL & BLDG MATERIALS INDUSTRIES. MAJOR INFRASTRUCTURE DEVELOPMENT WILL REQUI

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

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

## 1. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: STRONG CDN SECTORIAL CAPABILITY WITH ACTIVE PROMOTION/SALES IN PRC; SOLID GOVT SUPPORT FOR PROMOTIONAL EVENTS (FED & ALTA); CHINA RECEPTIVE TO CDN EQUIP; SECTOR IN CHINA HAS AVAILABLE FOREIGN EXCHANGE; CONDIT

## 2. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: INCREASED WHEAT SALES, STRONG PRC PREFERENCE TO SOURCE IN CDA; POTASH PURCHASES RENEWED, ADVERTISING/TEST PLOTS PROMOTIONS HAVE INCREASED AWARENESS - REVISED ANIMAL HEALTH QUARANTINE AGREEMENT WILL OPEN UP

## 3. 012 PETROCHEM &amp; CHEM PROD, EQP, SERV

REASONS: AVAILABILITY OF CDN CONCESSIONAL FINANCING - PRIORITY WITH PRC GOVT ESTABLISHED SALES, BEGUN NOV 87. DOZENS OF PROJ'S AVAILABLE, HIGH CDN CONTENT, STRONG CDN SECTORIAL CAPABILITY WITH WORLD MANDATE FOR SUBS.

## 4. 010 MINE, METAL, MINERAL PROD &amp; SRV

REASONS: STRONG SECTORIAL CAPABILITY, HIGH DEVELOPMENT PRIORITY FOR BOTH FERROUS & NON-FERROUS, SECTOR EARNS FOREIGN EXCHANGE, SALES OF CDN EQUIP/SERVICES NOW ESTABLISHED.

## 5. 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

REASONS: STRONG CDN SECTORIAL CAPABILITY WITH ACTIVE MKTG & SALES SUCCESSSES (THE RMAL) IN PRC, SOLID FED/PROV (QUE/ONT) SUPPORT, WELL-DEFINED & EXPLICIT PRC PLANS WITH IDENTIFIED PROJ'S, HUGE MULTI-YR PURCHASES

## 6. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: UPGRADING & EXPANSION OF TRANSPORT SYSTEMS IS HIGHEST DEVELOPMENT PRIORITY, MASSIVE BUDGETS, MANY PROJ'S WITH AVAILABLE FX OR BANK LOAN APPROVALS, CONCURRENT & COMPLEMENTARY CIDA FOCUS

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

1. 001 AGRI & FOOD PRODUCTS & SERVICE
2. 010 MINE, METAL, MINERAL PROD & SRV
3. 011 OIL & GAS EQUIPMENT, SERVICES
4. 012 PETROCHEM & CHEM PROD, EQP, SERV
5. 007 POWER & ENERGY EQUIP. & SERV.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1900.00M	\$ 1900.00M	\$ 1800.00M	\$ 2000.00M
Canadian Exports \$	140.00M	\$ 130.00M	\$ 40.00M	\$ 46.00M
Canadian Share of Import Market	7.40%	6.80%	2.20%	2.30%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 609 EUROPEAN COMMON MARKET C	025 %
iii) 265 JAPAN	020 %
iv) 011 AUSTRALIA	003 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) CHEMICAL FERTILIZER	\$ 100.00 M
ii) POTASH	\$ 85.00 M
iii) FARM EQUIPMENT INCLUDES FOOD PROCESSING	\$ 70.00 M
iv) TOBACCO	\$ 10.00 M
v) HIDES	\$ 10.00 M
vi) TALLOW	\$ 10.00 M
vii) BREEDING LIVESTOCK	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: WORLD BANK LIVESTOCK: FUJIAN/JIANXI  
Approximate Value: \$ 2 M  
Financing Source: 002 IDA  
For further info. please contact:  
S. CHINA-C. DESLOGES.

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: XINJIANG AGRICULTURAL DEVELOPMENT PROJECT

Approximate Value: \$ 70 M  
 Financing Source: 002 IDA  
 For further info. please contact:  
 J. SHERRY

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:  
 CONTINUING LACK OF FOREIGN EXCHANGE ALLOCATED TO THE PRODUCTS IN THIS AREA (EXCEPT FOR POTASH). CANADIAN EXPORTERS ARE NOT YET FOR JOINT VENTURE, BARTER IN THIS SECTOR.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: JOINT AGRICULTURAL COMMITTEE

Results Expected: -SUPPORT AG RESEARCH IN CANADA  
 - PROMOTE PRIORITY AG SALES TO CHINESE.  
 BREEDING LIVESTOCK AND GRAIN EQUIPMENT.

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PLANT PHYTOSANITARY DISCUSSIONS.

Results Expected: CREATE CONDITIONS FOR NEW PLANT EXPORTS.

Activity: ANIMAL HEALTH DISCUSSIONS-MINK, MARTEN, FOX, AND PIGEON.

Results Expected: CREATE APPROPRIATE CONDITIONS FOR LONG-TERM EXPORTS.

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

Activity: INITIAL DAIRY CATTLE SALES TO A MODEL FARM SITUATION IN BEIJING. POST WILL WORK WITH PRIVATE SECTOR FOR MAXIMUM PUBLICITY.

Results Expected: SECTION OF P. R. C. DECISION-MAKERS.

Activity: EXPAND MARKETING EFFORTS INTO STUDIES ON POTENTIAL MARKETS FOR POTATO EXPORTS - IDENTIFY TECHNICAL BARRIERS.

Results Expected: POST SHOULD BE IN A BETTER POSITION TO ASSESS MARKET PROSPECTS IN THIS POTENTIALLY ATTRACTIVE SUB-SECTOR.

Activity: EXPAND MARKETING EFFORTS INTO STUDIES ON POTENTIAL MARKETS FOR FOOD PROCESSING EQUIPMENT.

Results Expected: POST SHOULD BE IN A BETTER POSITION TO ASSESS MARKET PROSPECTS IN THIS POTENTIALLY ATTRACTIVE SUB-SECTOR.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 003 GRAINS AND OILSEEDS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1400.00M	\$ 1500.00M	\$ 1200.00M	\$ 1100.00M
Canadian Exports \$	750.00M	\$ 800.00M	\$ 400.00M	\$ 445.60M
Canadian Share of Import Market	50.00%	53.00%	40.00%	41.00%

## Major Competing Countries.

## Market Share

i) 011 AUSTRALIA	035 %
ii) 577 UNITED STATES OF AMERICA	010 %
iii) 001 ARGENTINA	003 %
iv) 609 EUROPEAN COMMON MARKET C	002 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) WHEAT	\$ 1400.00 M
ii) BARLEY (MALTING)	\$ 60.00 M
iii) WHEAT FLOUR	\$ 40.00 M
iv) RAPESEED OIL	\$ 2.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: CONTINUE TO SUPPORT CANADIAN WHEAT  
BOARD IN ITS MKTG EFFORTS IN THE P. R. C.

Approximate Value: \$ M

Financing Source:

For further info. please contact:

J. SHERRY -EMBASSY.

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:

EXPORT PERFORMANCE IS EXCELLENT; MARKET SHARE BY VOLUME INCREASED SUBSTANTIALLY IN 1987.

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CHINESE STUDENTS TO ATTEND COURSES AT CANADIAN INTERNATIONAL GRAINS INSTITUTE.

Results Expected: EXPAND KNOWLEDGE OF CANADIAN GRAINS AMONG DECISION-MAKERS.

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

Activity: DETAILED DISCUSSIONS WITH CHINESE OFFICIALS AS TO POTENTIAL FOR EXPANDED CANOLA OIL EXPORTS.

Results Expected: BETTER UNDERSTANDING OF THIS MARKET AREA.

Activity: JOINT AGRICULTURAL COMMITTEE PROGRAMME TO BE EXPANDED TO INCLUDE ACTIVITIES IN THE GRAINS AREA.

Results Expected: ASSIST EXPORT ACTIVITIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1.00M	\$ 675.00M	\$ 450.00M	\$ 305.00M
Canadian Exports \$	20.00M	\$ 15.00M	\$ 11.40M	\$ 18.00M
Canadian Share of Import Market	2.00%	2.20%	2.50%	6.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	035 %
ii) 577 UNITED STATES OF AMERICA	018 %
iii) 128 GERMANY WEST	005 %
iv) 507 SWEDEN	005 %

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

Current status of Canadian exports: Well established and growing.

## Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$

i) TELEPHONE SWITCHING SYSTEMS	\$ 0.00 M
ii) SATELLITE COMMUNICATION	\$ 0.00 M
iii) MOBILE COMMUNICATIONS	\$ 0.00 M
iv) MICROWAVE TRANSMITTERS	\$ 0.00 M
v) OPTIC FIBRES	\$ 0.00 M
vi) SPECTRUM MANGEMENT	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: NATIONAL AND PROVINCIAL TELECOM NETWORK MANAGEMENT.

Approximate Value: \$ M

Financing Source: 011 CIDA 023 EDC  
012 DOM

For further info. please contact:  
C. E. BENSON/R. HAMILTON

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- other factor(s) described by the Trade Office as follows:  
ESTABLISHED PRESENCE BY EUROPEAN AND JAPANESE COMPETITORS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP CONTACTS WITH MAILING LIST RECIPIENTS AND EXPAND EFFORTS TO IDENTIFY END-USERS.

Results Expected: IDENTIFY OPPORTUNITIES FOR CANADIAN PRODUCTS AND DEVELOP SPECIFIC SUB-SECTOR ACTIVITIES.

Activity: MEET MPT REGULARLY TO DISCUSS INITIATIVES RELATING TO TELECOM MCJ TO BE SIGNED IST QUARTERS.

Results Expected: INCREASED TECHNICAL EXCHANGES AND MARKET KNOWLEDGE/ACCESS.

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO DEVELOP RELATIONSHIP WITH CHONGQING MUNICIPAL AND PIT AUTHORITIES IN SUPPORT OF MOBILE COMMUNICATIONS AND TELEPHONE SWITCHING SYSTEMS.

Results Expected: EXPAND MARKET ACCESS AND SALES FOR COMPANIES SUCH AS NOVATEL AND NORTHERN TELECOM.

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

Activity: ESTABLISH RELATIONSHIP WITH WUHAN CITY, A MAJOR ELECTRONICS AND TELECOMMUNICATIONS CENTRE.

Results Expected: IDENTIFY POTENTIAL JOINT VENTURE PARTNERS; SUPPORT GLENAYRE ACTIVITIES; LAY FOUNDATION FOR FUTURE MARKETING BY CDN COMPANIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 054 COMPUTERS, SOFTWARE &amp; SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 200.00M	\$ 110.00M	\$ 30.00M
Canadian Exports \$	5.00M	\$ 2.50M	\$ 6.00M	\$ 5.00M
Canadian Share of Import Market	1.70%	1.30%	5.50%	1.70%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	055 %
ii) 265 JAPAN	035 %
iii) 128 GERMANY WEST	002 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) INDUSTRIAL MICROPROCESSORS(SEMI-TECH MICROELECTRO/	\$ 0.00 M
ii) CHINESE LANGUAGE WP SYSTEMS(INTERNATIONAL GEOSYST/	\$ 0.00 M
iii) CAD/CAM	\$ 0.00 M
iv) TELETEX HARDWARE AND SOFTWARE.	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: INTRODUCTION OF TELETEX AND VIDEOTEX TO CHINA.

Approximate Value: \$ M  
 Financing Source: 025 OTHER 012 DOM  
 For further info. please contact:  
 G. E. BENSON, EMBASSY.

ii) Project Name: INTRODUCTION OF COMPUTERS IN EDUCATION

Approximate Value: \$ M  
 Financing Source: 025 OTHER 012 DOM  
 For further info. please contact:

25/01/88

DEPARTMENT OF EXTERNAL AFFAIRS

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Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- high tariffs
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
LACK OF PROTECTION FOR INTELLECTUAL PROPERTY.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO CLOSELY FOLLOW CHINESE DEVELOPMENT OF PROTECTION LEGISLATION FOR SOFTWARE.

Results Expected: ENSURE CANADIAN S/W SUPPLIERS ARE AWARE OF CURRENT RISK IN THE MARKET AND STRATEGIES FOR SUCCESS.

Activity: DISCUSS WITH SHANGHAI, ONTARIO-JIANGSU SCIENCE AND TECHNOLOGY CENTRE AND CHINESE CANADIAN INFORMATION PROCESSING PROFESSIONAL -S. FUTURE USE OF CENTRE FOR SEMINARS/EXHIBITIONS OF SELECTED CANADIAN SUB-SECTORS IN HIGH TECHNOLOGY.

Results Expected: USE SYNERGISM OF CHINESE CONTACTS AND CCIPP SEMINARS TO MAXIMIZE EXPOSURE OF COMPANIES AND DEVELOP BUSINESS OPPORTUNITIES.

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

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

Activity: MONITOR SELECTION PROCESS FOR TELETEx/VIDEOTEEx STANDARD IN CHINA AND SUPPORT ADOPTION OF CANADIAN DEVELOPED NAPLPS/NABTS.

Results Expected: SUBSTANTIAL BUSINESS POTENTIAL FOR HARDWARE SUPPLIES SUCH AS NORPAK AND SOFTWARE SUPPLIES SUCH AS PDI.

Activity: WORK CLOSELY WITH UNISYS CANADA IN PROMOTING SALES OF ICON COMPUTER AND SOFTWARE.

Results Expected: POTENTIAL FOR ADOPTION OF ICON SYSTEM WITH RESULTANT SALES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1100.00M	\$ 800.00M	\$ 600.00M	\$ 720.00M
Canadian Exports \$	150.00M	\$ 75.00M	\$ 205.00M	\$ 35.00M
Canadian Share of Import Market	13.60%	9.00%	34.00%	5.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	015 %
ii) 577 UNITED STATES OF AMERICA	015 %
iii) 128 GERMANY WEST	015 %
iv) 051 UNITED KINGDOM	010 %
v) 553 UNION OF SOVIET SOC REP	015 %
vi) 112 FRANCE	010 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) POWER BOILERS	\$ 100.00 M
ii) HYDRAULIC TURBINES	\$ 60.00 M
iii) GENERATORS	\$ 60.00 M
iv) CONTROL SYSTEMS	\$ 10.00 M
v) OIL TO GAS CONVERSION	\$ 0.00 M
vi) OF THERMAL STATION	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: GEHE, YAN HYDROELECTRIC  
Approximate Value: \$ 80 M  
Financing Source: 023 EDC  
For further info. please contact:  
D. HORLEY

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: YUE YANG THERMAL  
Approximate Value: \$ 100 M  
Financing Source: 023 EDC  
For further info. please contact:  
D. HORLEY
  
- iii) Project Name: THREE GORGES HYDROELECTRIC  
Approximate Value: \$ 500 M  
Financing Source: 001 IBRD                      025 OTHER  
For further info. please contact:  
D. HORLEY
  
- iv) Project Name: CONTROL SYSTEMS (VARIOUS)  
Approximate Value: \$ 15 M  
Financing Source: 023 EDC  
For further info. please contact:  
D. HORLEY

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:  
EXTREMELY COMPETITIVE ENVIRONMENT, PROTECTIVE ALLOCATION OF PROJECTS TO DOMESTIC PRODUCERS. TIME CONSUMING PROCESS OF BID AWAR-  
ING PLUS UMETHICAL PITTING OF SUBMITTED BIDS AGAINST EACH OTHER.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE EFFORTS TO OBTAIN A THERMAL PROJECT ALLOCATED TO CANADIAN SUPPLY.

Results Expected: ONE COMPLETE STATION VALUS \$150 MILLION OR MORE.

Activity: ATTEMPT TO POSITION CANADA FOR PARTICIPATION IN DESIGN AND IMPLEMENTATION OF THE THREE GORGES PROJECTS.

Results Expected: LONG RANGE POTENTIAL UP TO \$500 (1.1 -22M \$ MILLION IN EQUIPMENT AND SERVICES.

Activity: ONTARIO HYDRO TECHNICAL AGREEMENT WITH MWREP.

Results Expected: EVENTUALLY INTRODUCE CANADIAN SUPPLIERS TO ONTARIO HYDRO TO P. R. C. ENTITIES.

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

Activity: TECHNICAL SEMINARS TO PRESENT CANADIAN CONTROL SYSTEMS AND "BALANCE OF PLANT" CAPABILITIES.

Results Expected: SPECIFICATION BY P. R. C. AUTHORITIES OF CANADIAN SUB-SYSTEMS.

Activity: BUILD ON EXISTING RELATIONSHIPS SUCH AS THE BANK OF MONTREAL /MWREP.

Results Expected: TO OBTAIN INFORMATION WHICH WILL HELP LONG-RANGE PLANNING.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3900.00M	\$ 3250.00M	\$ 5200.00M	\$ 6500.00M
Canadian Exports \$	78.00M	\$ 62.50M	\$ 165.00M	\$ 34.50M
Canadian Share of Import Market	2.00%	2.00%	3.00%	0.50%

## Major Competing Countries

## Market Share

i) 265 JAPAN	033 %
ii) 577 UNITED STATES OF AMERICA	022 %
iii) 553 UNION OF SOVIET SOC REP	008 %
iv) 128 GERMANY WEST	006 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) AIRCRAFT	\$ 800.00 M
ii) AIRCRAFT ENGINES	\$ 0.00 M
iii) AIR TRAFFIC CONTROL EQUIPMENT	\$ 0.00 M
iv) RAILWAY COMMUNICATION EQUIPMENT	\$ 0.00 M
v) MANAGEMENT SYSTEM	\$ 0.00 M
vi) RAILWAY TRACKS	\$ 0.00 M
vii) HARBOUR HANDLING EQUIPMENT	\$ 0.00 M
viii) URBAN TRANSIT EQUIPMENT	\$ 0.00 M
ix) FLIGHT SIMULATORS	\$ 0.00 M
x) AIRPORT EQUIPMENT	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: BEIJING SUBWAY EXTENSION PROJECT  
Approximate Value: \$ 250 M  
Financing Source: 023 EDC 025 OTHER  
For further info. please contact:

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Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: SHANGHAI/DALIAN VESSEL TRAFFIC MANAGEMENT

Approximate Value: \$ 10 M  
Financing Source: 012 DOM  
For further info. please contact:  
T. GREENBERG/M. NEPINAK

iii) Project Name: RAILWAY UPGRADE PROJECT

Approximate Value: \$ 400 M  
Financing Source: 002 IDA  
For further info. please contact:  
T. GREENBERG/M. NEPINAK

iv) Project Name: REGIONAL AIRLINES DEVELOPMENT

Approximate Value: \$ 60 M  
Financing Source: 012 DOM 023 EDC  
For further info. please contact:  
T. GREENBERG/M. NEPINAK

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
LACK OF FOREIGN EXCHANGE IN SOME TRANSPORT CATEGORIES.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP ON AIR TRAFFIC CONTROL INITIATIVES OF 1987:  
A) MISSION TO CHINA (FEB 87) AND B) CHINESE MISSION TO CANADA (AUGUST 87).

Results Expected: SALES IN 1988 OF ATC EQUIPMENT.

Activity: CONTINUE PRESSURE ON BEIJING SUBWAY CORPORATION TO IMPLEMENT FINDINGS OF URBAN TRANSIT STUDY.

Results Expected: DECISION TO BEGIN EXTENSION TO BEIJING SUBWAY SUB-SYSTEM USING CANADIAN TECHNOLOGY.

Activity: FOLLOW-UP ON PROSPECTS TO SELL COMMUTER AIRCRAFT TO REGIONAL AIRLINES IN ZHEJIANG, JIANGSU, SICHUAN AND YUNNAN PROVINCES.

Results Expected: FIRST CONFIRMED AIRCRAFT SALES TO CHINA'S REGIONAL AIRLINES.

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

Activity: PREPARED REPORT "TRANSPORTATION IN CHINA: OPPORTUNITIES FOR CANADA EXPORTERS".

Results Expected: PRODUCE DOCUMENTATION WHICH WILL ASSIST CANADIAN BUSINESS IN IDENTIFYING COMMERCIAL OPPORTUNITIES.

Activity: COORDINATE ACTIVITIES WITH CHINA IN THE DEVELOPMENT OF THEIR NEW TRANSPORTATION PROGRAM FOR CHINA.

Results Expected: USE CIDA PROGRAMS TO CREATE NEW EXPORT OPPORTUNITIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	650.00M	\$ 500.00M	\$ 640.00M	\$ 860.00M
Canadian Exports \$	32.00M	\$ 25.00M	\$ 32.00M	\$ 56.00M
Canadian Share of Import Market	5.00%	5.00%	5.00%	6.50%

## Major Competing Countries

## Market Share

i) 553 UNION OF SOVIET SOC REP	030 %
ii) 577 UNITED STATES OF AMERICA	030 %
iii) 214 INDONESIA	019 %
iv) 068 CHILE	017 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports

	In Canadian \$
i) LOGS	\$ 35.00 M
ii) LUMBER	\$ 20.00 M
iii) FOREST EQUIPMENT MACHINERY	\$ 4.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: HEILONGJIANG FOREST FIRE PROTECTION  
AND REEHABILITATION PROJECT

Approximate Value: \$ 50 M

Financing Source: 002 IDA

For further info. please contact:

A. WHETHAM, BEIJING.

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- high tariffs
- other factor(s) described by the Trade Office as follows:  
CHINESE HAVE STRONG PREFERENCE FOR IMPORTING LOGS; EXPORT OF LOGS FROM CANADA IS CONTROLLED. CHINESE ARE UNFAMILIAR WITH POTENTIAL USES OF WOOD IN CONSTRUCTION (E.G TRUSS TECHNOLOGY).

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ESTABLISHING WOOD PRODUCTS COMMITTEE.

Results Expected: INCREASE CHINESE KNOWLEDGE OF POTENTIAL USES OF CANADIAN LUMBER AND DEVELOP BETTER UNDERSTANDING OF THEIR REQUIREMENTS.

Activity: INVESTIGATE CHINESE REQUIREMENTS FOR FORESTRY AND SAWMILLING EQUIPMENT.

Results Expected: FOCUSED PROMOTION ON COMPETITIVE EQUIPMENT FROM CANADA.

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

Activity: SUPPORT COFI EFFORTS WITH SECOND DEMONSTRATION PROJECT IN BEIJING AND SECOND SEMINAR PROGRAM.

Results Expected: REACH DECISION MAKERS TO INFLUENCE THEIR ACCEPTANCE OF SELECTIVE USE OF CANADIAN LUMBER IN CONSTRUCTION; EDUCATE END-USERS.

Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

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

Activity: FORESTRY MOU EXPIRES IN APRIL 1988. DISCUSS WITH CHINESE DISIRABILITY OF AND FUTURE FOCUS ON RENEWAL.

Results Expected: ONGOING FOCUS FOR EXCHANGE IN THE AREA OF FORESTRY.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 450.00M	\$ 490.00M	\$ 600.00M
Canadian Exports \$	150.00M	\$ 150.00M	\$ 133.00M	\$ 180.00M
Canadian Share of Import Market	30.00%	33.00%	27.00%	30.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	030 %
ii) 577 UNITED STATES OF AMERICA	020 %
iii) 507 SWEDEN	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

i) PULP	\$ 65.00 M
ii) NEWSPRINT	\$ 50.00 M
iii) PULP AND PAPER MACHINERY	\$ 20.00 M
iv) PAPER AND BOARD	\$ 15.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: JIANOU KRAFT LINERBOARD PLANT (FUJIAN)  
Approximate Value: \$ 25 M  
Financing Source: 023 EDC  
For further info. please contact:  
A. WHETHAM, EMBASSY

ii) Project Name: HEXIAN PULP AND PAPER MILL (GUANXI)  
Approximate Value: \$ M  
Financing Source:  
For further info. please contact:  
A. WHETHAM, EMBASSY

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: CHONGQING YUZHON PULP AND PAPER MILL  
(SICHUAN)

Approximate Value: \$ 25 M  
Financing Source: 023 EDC  
For further info. please contact:  
A. WHETHAM, EMBASSY

iv) Project Name: YA'AN PULP AND PAPER MILL (SICHAUN)

Approximate Value: \$ 50 M  
Financing Source: 023 EDC  
For further info. please contact:  
A. WHETHAM, EMBASSY

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:  
CHINESE PULP AND PAPER MILLS ARE SMALLER THAN THOSE IN NORTH AMERICA AND THERE IS LIMITED CANADIAN CAPABILITY IN THESE SMALL-SIZE MACHINES. ALSO NON-WOOD FIBRE IS FREQUENTLY USED.

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: SUPPORT CDN COMPANIES PURSUING 5 PULP AND PAPER PROJECTS ON LIST FOR EDC CONCESSIONAL FINANCING.

Results Expected: SALE OF CANADIAN PULP AND PAPER MILL EQUIPMENT.

Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

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

Activity: SECTOR STUDY - REORGANIZATION OF THE INDUSTRY IS EXPECTED AS RESULT OF ONGOING DISCUSSION ON NEED TO INTEGRATE PULP AND PAPER INDUSTRIES.

Results Expected: ASSIST CANADIAN EXPORTERS IN EXTENDING CONTRACTS BEYOND STATE BUYING CORP DOWN TO END-USERS THEREBY CREATING BETTER UNDERSTANDING OF MARKET NEEDS AND INCREASE MARKET SHARE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 096 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	75.00M	\$ 40.00M	\$ 122.00M	\$ 16.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	128 %
ii) 051 UNITED KINGDOM	237 %
iii) 577 UNITED STATES OF AMERICA	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports In Canadian \$

i) SMELTER AND REFINERY EXPANSION AND MODERNIZATION	\$ 0.00 M
ii) SMELTER AND REFINERY EXPANSION AND MODERNIZATION	\$ 0.00 M
iii) CONVEYORS AND EARTHMOVING MACHINERY	\$ 0.00 M
iv) GEOLOGICAL AND GEOPHYSICAL INSTRUMENTS	\$ 0.00 M
v) MINING ENGINEERING SERVICE	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: ANSHAN IRON AND STEEL  
Approximate Value: \$ 1500 M  
Financing Source: 023 EDC  
For further info. please contact:  
C. LATOUR, EMBASSY
- ii) Project Name: ALUMINUM COMPLEX WEINAN (SHAANXI)  
Approximate Value: \$ 500 M  
Financing Source: 023 EDC  
For further info. please contact:

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Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: TIANJIN COPPER SMELTER  
Approximate Value: \$ 200 M  
Financing Source:  
For further info. please contact:  
C. LATOUR, EMBASSY

iv) Project Name: DAYE SMELTER UPGRADING  
Approximate Value: \$ M  
Financing Source:  
For further info. please contact:  
C. LATOUR, EMBASSY

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
HIGH TRANSPORTATION COSTS FOR HEAVY MACHINERY, UNAVAILABILITY OF HEAVY EQUIPMENT FOR STEEL MILLS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- support provided by the PEMD program
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: IDENTIFICATION OF EXPANSION AND MODERNIZATION REQUIREMENTS IN THE FERROUS SECTOR.

Results Expected: BETTER INFORMATION BASE TO BE USED FOR MORE FOCUSED MARKETING APPROACH.

Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

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

Activity: MARKET SURVEY IN NON-FERROUS

Results Expected: BETTER INFORMATION BASE OF PROJECT OPPORTUNITIES AND MORE FOCUSED MARKET APPROACH.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 102 MINERALS AND MINERAL PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 11000.00M	\$10500.00M	\$10000.00M	\$10500.00M
Canadian Exports	\$ 200.00M	\$ 170.00M	\$ 180.00M	\$ 244.00M
Canadian Share of Import Market	1.80%	1.60%	1.80%	2.30%

## Major Competing Countries

## Market Share

i) 265 JAPAN	045 %
ii) 128 GERMANY WEST	009 %
iii) 553 UNION OF SOVIET SOC REP	007 %
iv) 047 BRAZIL	007 %
v) 011 AUSTRALIA	003 %
vi) 499 SPAIN	003 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) ALUMINUM	\$ 300.00 M
ii) COPPER	\$ 90.00 M
iii) ZINC	\$ 30.00 M
iv) SPECIAL SERVICES	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
HIGH TRANSPORTATION COSTS, NON-COMPETITIVE PRICING FOR STEEL.

BARBER TRADE ARRANGEMENTS WITH OTHER COUNTRIES, THE EASTERN EUROPEAN BLOCK IN PARTICULAR DECREASED PURCHASING DUE TO LOW RESERVES OF FEC.S; LACK OF INFORMATION ON BUSINESS OPPORTUNITIES.

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Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: MOU OR WORKING GROUP ON NON-FERROUS SECTOR

Results Expected: INTERCHANGE OF INFORMATION WILL GIVE US BETTER INFORMATION BASIS FROM WHICH TO ESTABLISH A MARKETING STRATEGY.

Activity: MOU OR WORKING GROUP IN FERROUS SECTOR.

Results Expected: DITTO.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	900.00M	\$ 900.00M	\$ 900.00M	\$ 900.00M
Canadian Exports \$	75.00M	\$ 30.00M	\$ 125.00M	\$ 27.00M
Canadian Share of Import Market	8.30%	3.30%	13.90%	3.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 265 JAPAN	030 %
iii) 051 UNITED KINGDOM	000 %
iv) 410 NORWAY	000 %
v) 112 FRANCE	000 %
vi) 047 BRAZIL	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) HEAVY OIL PRODUCTION EQUIPMENT	\$ 0.00 M
ii) SPECIALIZED DRILLING EQUIPMENT	\$ 0.00 M
iii) NATURAL GAS PRODUCTION EQUIPMENT	\$ 0.00 M
iv) NATURAL GAS PROCESSING EQUIPMENT	\$ 0.00 M
v) HEAVY OIL CONSULTING ENGINEERING SERVICES	\$ 0.00 M
vi) NATURAL GAS PROCESSING ENGINEERING SERVICES	\$ 0.00 M
vii) RESERVOIR ENGINEERING	\$ 0.00 M
viii) PIPELINE ENGINEERING	\$ 0.00 M
ix) COLD WATER OFFSHORE RIG ENGINEERING	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: LIAOHE WORLD BANK HEAVY OIL PROJECT  
PHASE II

Approximate Value: \$ 200 M

Financing Source: 001 IBRD  
For further info. please contact:  
F. SPOKE. BEIJING TLX: 22717 CANAD CN

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Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: KARAMAY OILFIELD PROJECT -PHASE 11  
Approximate Value: \$ 100 M  
Financing Source: 001 IBRD  
For further info. please contact:  
F. SPOKE BEIJING TELEX: 22717 CANAD CN

iii) Project Name: LIAOHE SHENYANG HEAVY OIL PROJECT  
PHASE II  
Approximate Value: \$ 200 M  
Financing Source: 025 OTHER  
For further info. please contact:  
F. SPOKE, BEIJING TLX: 22717 CANAD CN

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

SHORTAGE OF FOREIGN EXCHANGE. LONG TERM MARKET STRATEGY AND DEVELOPMENT OF PERSONAL CONTACTS TOO RARE. INTENSE COMPETITION.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: HEAVY OIL - IDENTIFICATION OF SURFACE FACILITIES REQUIREMENTS AND PROMOTION OF CANADIAN CAPABILITIES BASED ON FEEDBACK.

Results Expected: ON-GOING ACTIVITY - IDENTIFY OPPORTUNITIES FOR CANADIAN EQUIPMENT AND ENGINEERING FIRMS LEADING TO SALES CONTRACTS.

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CLARIFICATION OF CHINESE INTEREST IN NON-CONVENTIONAL DRILLING; THEIR INTENDED APPLICATION AND PURCHASE PLANS.

Results Expected: ON-GOING ACTIVITY - SUPPORT AND EXPANSION OF COMPANY INITIATIVES IN SLANT/DIRECTIONAL DRILLING.

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

Activity: CONCENTRATED MARKETING EFFORT TO OILFIELD WITH LITTLE CANADIAN INVOLVEMENT TO DATE: I. E. ZHONGYUAN, SHENGLI.

Results Expected: IDENTIFICATION OF OPPORTUNITIES FOR CANADIAN COMPANIES AND EXPOSING CANADIAN TECHNOLOGY TO MATCH OPPORTUNITIES.

Activity: CONCENTRATED MARKETING EFFORT DIRECTED TO OFFSHORE OIL/NATURAL GAS DEVELOPMENT.

Results Expected: IDENTIFICATION OF OPPORTUNITIES AND EXPOSING OF CANADIAN TECHNOLOGY TO MATCH OPPORTUNITIES

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 012 PETROCHEM &amp; CHEM PROD, EGP, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2000.00M	\$ 1800.00M	\$ 1600.00M	\$ 1500.00M
Canadian Exports \$	240.00M	\$ 200.00M	\$ 75.00M	\$ 121.00M
Canadian Share of Import Market	12.00%	11.10%	4.70%	8.10%

## Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	020 %
ii) 265 JAPAN	020 %
iii) 128 GERMANY WEST	020 %
iv) 616 OTHER COUNTRIES	040 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports  
In Canadian \$

i) POTASSIUM CHLORIDE (MURIATE)	\$ 0.00 M
ii) POLYETHYLENE RESINS	\$ 500.00 M
iii) ALCOHOLS & DERIVATIVES	\$ 0.00 M
iv) SYNTHETIC RUBBER	\$ 120.00 M
v) PETROCHEMICAL PLANT EQUIPMENT	\$ 300.00 M
vi) PETROCHEMICAL PLANT ENGINEERING SERVICES	\$ 30.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: GAO GIAO ETHYLENE EXPANSION

Approximate Value: \$ 360 M

Financing Source:

For further info. please contact:

F. SPOKE, CANADIAN EMBASSY. C. SARRASIN. CONS. GEN.

## Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FINANCING/IDENTIFYING/LOBBYING FOR EXCLUSIVE CANADIAN PACKAGES.

Results Expected: CANADIAN INVOLVEMENT IN SEVERAL PETROCHEMICAL PLANT PROJECTS.

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

Activity: VISIT MAJOR PETROCHEMICAL PLANTS AND GOVERNMENT ENTITIES IN CONCENTRATED MARKETING EFFORT.

Results Expected: BETTER CHINESE AWARENESS OF CANADIAN TECHNOLOGY AND IDENTIFICATION OF FUTURE REQUIREMENTS

Activity: CONDUCT A MARKET ANALYSIS TO BETTER IDENTIFY OPPORTUNITIES.

Results Expected: BETTER CANADIAN AWARENESS OF PROJECT OPPORTUNITIES AND OPPORTUNITIES FOR SALES OF PRODUCTS.

Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

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

Activity: MARKET REPORT OF PETROCHEMICAL INDUSTRY.

Results Expected: IDENTIFY CHINA'S EXISTING PETROCHEMICAL INDUSTRY AND IDENTIFY IMPORT REQUIREMENT FOR PRODUCT AND PLANT.

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 510 PEKING

Country: 192 PEOPLE'S REP OF CHINA

## Highlights of Investment Environment

Estimated Value Of Equity Investment  
In Canada From This Post Territory:

\$ 400.00 M

Estimated Value Of Annual Direct Equity  
Investments To All Destinations From  
This Post Territory:

\$ 50.00 M

Country Destinations Of Direct  
Equity Investment From Post  
TerritoryEstm. Value  
\$ CDN% Of Annual Direct Equity  
Investment Outflows By  
Category Of Investors

1. 265 JAPAN	\$ 275.00 M	1. Corporations : 100.00 %
2. 577 UNITED STATES OF AMERICA	\$ 50.00 M	2. Institutional : 0.00 %
3. 011 AUSTRALIA	\$ 20.00 M	3. Entrepreneurs : 0.00 %
4. 520 THAILAND	\$ 10.00 M	4. Immigrant Entr.: 0.00 %

The Mission Has Reported Factors That Tend To Change  
Outward Flows Of Investment From The Post Territory Including:-Corporate Search For Cheaper Production And/Or Operating Costs  
Outside The Country

## Equity Propensity Of Key Sources Of Investment From This Territory

Corporations : Partial Ownership Of Existing Corporate Facilities With Direct  
Involvement In Day-to-Day Operations

Institutional :

Entrepreneurs :

Immigrant Entr.:

## Sector Preferences By Type Of Key Investors

Corporations : Manufacturing Industries

Institutional :

Entrepreneurs :

Immigrant Entr.:

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 510 PEKING

Country: 192 PEOPLE'S REP OF CHINA

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.

Sector : 009 FOREST PRODUCTS, EQUIP, SERVICES  
Subsector: 999 ALL SUB-SECTORS

Reason(s):

CHINESE INTERESTED IN RESOURCE INVESTMENTS FOR SECURITY OF SUPPLY CONSIDERATIONS.

Program Plans:

MOST PRC FOREIGN INVESTMENT IS CONDUCTED THROUGH A FEW SELECT GOVT MINISTRIES AND CORPORATIONS SUCH AS CHINA INT'L TRADE & INVESTMENT CORP. EMBASSY MAINTAINS CLOSE LIAISON WITH THESE ORGANIZATIONS.

Anticipated Results: LONG RANGE POSSIBILITY FOR FURTHER INVESTMENTS IN FORESTRY OPERATIONS, PULP MILLS & PERHAPS ANIMAL BREEDING STOCK.

Sector : 010 MINE, METAL, MINERAL PROD & SRV  
Subsector: 102 MINERALS AND MINERAL PRODUCTS

Reason(s):

POTASH CONSUMPTION EXPECTED TO RISE DRAMATICALLY & PRC RESOURCES ARE TOO EXPENSIVE TO EXPLOIT.

Program Plans:

MAINTAIN STEADY FLOW OF INVESTMENT LITERATURE TO SELECT CORPORATIONS.

Anticipated Results: PRC ENTITIES WILL BE FULLY APPRAISED OF CDN POLICY & WILL CONSIDER INVESTMENTS IN CDA WHEN APPROPRIATE.

Sector : 001 AGRI & FOOD PRODUCTS & SERVICE  
Subsector: 011 ANIMAL, POULTRY BREEDING STOCK

Reason(s):

SMALL SCALE INVESTMENT HAS BEEN MADE IN FOX BREEDING ESTABLISHMENT. POSSIBLE INTEREST IN OTHER ANIMAL BREEDING STOCK.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 510 PEKING		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENCE EQUIP		90
Sector: 005 COMM. & INFORM. EQP. & SERV		
024 MISSION INCOMING REMOTE SENSING TELECOMS MISSION		90 90
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING ELECTRONIC EQUIP		90
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
024 MISSION INCOMING PULP END-USERS STUDY MISSION		90
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS MINING 89	BEIJING	90
SOCIETY OF PETROLEUM ENGINEERS '91	BEIJING	91
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING OFFSHORE OIL, OCEAN INDUSTRIES NATIONAL PETROLEUM SHOW	CALGARY	90 90

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 511 KUALA LAMPUR

Country: 336 BRUNEI

BRUNEI'S ECONOMY IS OVERWHELMINGLY OIL AND NATURAL GAS BASED ACCOUNTING FOR 99% OF THE COUNTRY'S EXPORTS AND SOME 75% OF GDP. IN ORDER TO EXTEND THE LIFE OF RESERVES THE GOVT HAS INTRODUCED AN OIL CONSERVATION POLICY AND TOTAL PRODUCTION HAS FALLEN OVER THE PAST FEW YEARS DECLINING FROM A HIGH OF 261,000 BARRELS PER DAY IN 1979 TO 167,000 BARRELS PER DAY IN 1986. THIS PROGRAM, IN COMBINATION WITH VOLATILE OIL PRICES, HAS HAD A SHARP IMPACT ON GDP WITH ONLY MODEST REAL GROWTH OF 4.0% ACHIEVED IN 1986. NOTABLY HOWEVER, BRUNEI HAD THE HIGHEST GROWTH RATE AMONG THE ASEAN MEMBER COUNTRIES IN 1986 AND PER CAPITA INCOME ESTIMATED AT US\$17,000 RANKS AMONGST THE HIGHEST IN THE WORLD. THE GOVT HAS ALSO ATTACHED HIGH PRIORITY TO DEVELOPING A QUALIFIED CADRE OF SENIOR OFFICERS AND THE MAJORITY OF KEY DECISION MAKERS HAVE BEEN EDUCATED ABROAD (MANY IN CANADA). AS A RESULT, THE CIVIL SERVICE MANAGEMENT IS COMPETENT AND EFFECTIVE ALTHOUGH THEIR SMALL NUMBER FORCES RESOURCES TO BE STRETCHED THIN. REGARDLESS OF THE DOWNTURN IN THE ECONOMY, THE C\$1.6 BILLION FIVE YEAR PLAN NATIONAL DEVELOPMENT PLAN (1986-90) IS GOING FULLSTEAM AHEAD. THE PROGRAM EMPHASIZES FURTHER DEVELOPMENTS OF THE COUNTRY'S INFRASTRUCTURE, IMPROVED SOCIAL SERVICES AND MORE COMPREHENSIVE TRAINING AND HUMAN RESOURCE DEVELOPMENT PROGRAMS. IN ORDER TO BOLSTER BRUNEI'S SMALL MANUFACTURING SECTOR, PRIORITY IS ALSO BEING ATTACHED TO ESTABLISHMENT OF IMPORT SUBSTITUTION AND EXPORT ORIENTED INDUSTRIES. THE GOVT HAS ALSO COMMISSIONED A BRITISH CONSULTING FIRM TO PREPARE A TWENTY YEAR MASTER PLAN FOR DEVELOPMENT PROGRAMS. IN ORDER TO BOLSTER BRUNEI'S SMALL MANUFACTURING SECTOR, PRIORITY IS ALSO BEING ATTACHED TO ESTABLISHMENT OF IMPORT SUBSTITUTION AND EXPORT ORIENTED INDUSTRIES. THE GOVT HAS ALSO COMMISSIONED A BRITISH CONSULTING FIRM TO PREPARE A TWENTY YEAR MASTER PLAN FOR DEVELOPMENT WHICH WILL BE COMPLETED SHORTLY. WHILE CANADA'S COMMERCIAL SUCCESS HAS BEEN LIMITED IN THE PAST, IN 1987 CDN FIRMS WON MAJOR GOVT CONTRACTS TO UNDERTAKE OUTSIDE TELEPHONE PLANT DESIGN VALUED AT C\$1.5 MILLION AND TO SUPPLY A METEOROLOGICAL SATELLITE RECEPTION AND ANALYSIS SYSTEM TO THE DEPT OF METEOROLOGY VALUED AT C\$800.00. APART FROM THESE TWO PROJECTS WHICH ARE EXPECTED TO LEAD TO ADDITIONAL FUTURE COMMERCIAL OPPORTUNITIES, THE GOVT DEVELOPMENT PROGRAM DOWNSTREAM INCLUDES SIZEABLE INITIATIVES IN THE POWER, OIL & GAS, AGRICULTURE FORESTRY, FISHERIES, EDUCATION & DEFENCE SECTORS WHICH WOULD BE ATTRACTIVE TO CDN INDUSTRY AND THESE ARE BEING PURSUED. IN ORDER TO STRENGTHEN OUR TRADE AND INVESTMENT RELATIONS IN THE REGION, UNDER THE ASEAN CANADA DIALOGUE BRUNEI HAS PARTICIPATED IN VARIOUS TRADE MISSIONS TO CDA THIS PAST YEAR. FOUR REPRESENTATIVES FROM PRIVATE INDUSTRY PARTICIPATED IN THE ASEAN FOOD PACKAGING TOUR TO CDA IN SEPT AND GOVT OFFICERS WERE INCLUDED IN THE INCOMING POWER TRANSMISSION AND DISTRIBUTION MISSION IN JUNE

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 336 BRUNEI

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	250.00M	\$ 250.00M	\$ 250.00M	\$ 350.00M
Canadian Exports \$	4.00M	\$ 3.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	1.60%	1.20%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 051 UNITED KINGDOM	080 %
ii) 577 UNITED STATES OF AMERICA	015 %
iii) 011 AUSTRALIA	003 %
iv) 467 SINGAPORE	001 %

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

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CRV 7 ROCKETS	\$ 0.00 M
ii) SURVEILLANCE HELICOPTERS	\$ 0.00 M
iii) PATROL CRAFT	\$ 0.00 M
iv) EARLY WARNING RADARS	\$ 0.00 M
v) SLAR	\$ 0.00 M
vi) HELICOPTER SIMULATOR	\$ 0.00 M
vii) SARSAT	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 336 BRUNEI

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MAINTAIN QUARTERLY PROGRAM OF CALLS ON SEINOR MIN. OF DEFENCE PERSONNEL & SECURE CONCURRENCE FOR INCOMING DEFENCE MISSION

Results Expected: INTRODUCE BRUNI ARMED FORCES TO CDN. DEFENCE PROD. CAPABILITY.  
MAKE FIRST CDN. DEFENCE PROD. SALE TO BRUNI.

Activity: AUGMENT CURRENT LIST OF REPUTABLE AGENTS TO REPRESENT CDN. MANUFACTURERS.

Results Expected: IDENTIFY TWO NEW REPUTABLE AGENTS WITH DEMONSTRATED TRACK RECORD ON BEHALF OF FOREIGN SUPPLIERS.

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

Activity: FOLLOW-UP ON DEC. 87 VISIT OF CDN. CHIEF OF DEFENCE STAFF GEN. MANSON WITH SENIOR DEFENSE OFFICIALS.

Results Expected: IDENTIFY AREAS FOR ENHANCED CDA/BRUNEI DEFENCE RELATIONS & DOWNSTREAM COMMERCIAL RELATIONS.

Activity: SUPPORT CDN. FIRMS CURRENTLY MARKETING PRODUCTS IN BRUNEI (BRISTOL AEROSPACE, CAL, CAE, WESTINGHOUSE, ETC.)

Results Expected: HEIGHTEN AWARENESS OF DIVERSITY OF CDN. DEFENCE PRODUCTS.  
OBTAIN AGREEMENTS FOR DEFENCE MIN. TO DEMONSTRATE CRV 7 ROSKET.

Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 336 BRUNEI

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

Activity: ENCOURAGE CDN. MANUFACTURERS TO VISIT BRUNEI AS FOLLOW TO INCOMING DEFENCE MISSION

Results Expected: TWO COS. VISIT BRUNEI TO PURSUE CONCREET SALES OPPORTUNITIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 336 BRUNEI

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	35.00M	\$ 30.00M	\$ 21.50M	\$ 18.70M
Canadian Exports \$	5.00M	\$ 4.00M	\$ 2.50M	\$ 0.00M
Canadian Share of Import Market	14.30%	13.30%	11.60%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	040 %
ii) 051 UNITED KINGDOM	030 %
iii) 577 UNITED STATES OF AMERICA	020 %
iv) 467 SINGAPORE	010 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) CELLULAR TELEPHONES	\$ 3.00 M
ii) OUTSIDE PLANT CONSTRUCTION	\$ 6.00 M
iii) PLANT DESIGN SERVICES	\$ 1.50 M
iv) CONSULTING SERVICES	\$ 2.00 M
v) MECHANIZED PASSPORT SYSTEM	\$ 1.00 M
vi) PLANT DESIGN SERVICES	\$ 1.50 M
vii) AUTOMATIC LIBRARY SYSTEMS	\$ 1.50 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 336 BRUNEI

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO PROMOTE NOVATELS BID TO JABATAN TELEKOMS BRUNEI FOR SUPPLY OF CELLULAR TELEPHONE SYSTEM.

Results Expected: INCREASE BRUNI TELECOM OFFICIALS AWARENESS OF  
CDN. TELECOM TECHNOLOGY.  
NOVATEL AWARDED CONTRACT

Activity: MARKET CDA. AS LEDAR IN TELECOM. CONSULTING SERVICES INDUSTRY INCLUDING PROVISION OF TECHNICAL ASSISTANCE, PLANNING, MAINTENANCE & TRAINING SERVICES.

Results Expected: CONTRACT AWARDED TO CDN. FIRM TO PROVIDE MGT.  
CONSULTING SERVICES TO TELEPHONE CO.

Activity: MONITOR DEVELOPMENT IN METEOROLOGICAL DEPT. TO IDENTIFY POTENTIAL NEW REMOTE SENSING PROJS. OF INTEREST TO CDN. FIRMS.

Results Expected: ALERT CDN. INDUSTRY TO POTENTIAL ACTIVITIES.

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

Activity: CO-ORDINATE MARKETING EFFORT WITH UTLAS INTL. & LOCAL ASSOCIATE FORMIS COMPUTERS TO WIN CONTRACT FOR AUTOMATED LIBRARY SYSTEMS FOR UNIVERSITY OF BRUNI

Results Expected: UTLAS SHORTLISTED AS QUALIFIED BIDDER.

Activity: PARTICIPATE WITH ATT CORP. IN DEMO. OF COS. MECHANIZED PASSPORT CONTROL SYSTEM TO IMMIGRATION DEPT. & HOME AFFAIRS MIN.

Results Expected: AIT TO SUBMIT PROPOSAL FOR SYSTEM FOR BRUNEI GOVT.

Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 336 BRUNEI

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

Activity: LIAISE WITH BRUNEI BROADCASTING DEPT. TO IDENTIFY EQPT. & /OR TRAINING REQUIRMENTS & TO DETERMINE NEED FOR PROGRAMMING MATERIAL

Results Expected: KEEP CDN. SUPPLIERS INFORMED OF HARDWARE REQUIRMENT.  
ENCOURAGE GREATER USE OF CDN. PROGRAMMING & FILMS FOR BRUNI TV.

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 511 KUALA LAMPUR

Country: 344 MALAYSIA

THROUGH THE FIRST HALF OF 1987 THERE ARE ENCOURAGING SIGNS THAT THE WORST OF MALAYSIA'S TWO YEAR RECESSION MAY BE OVER WITH A MODEST TURNAROUND NOW UNDERWAY. INTERNATIONAL PRICES FOR VIRTUALLY ALL COMMODITIES HAVE IMPROVED (NOTABLY OIL, PALM OIL, RUBBER & TIN) AND THE MALAYSIAN MANUFACTURING SECTOR, LED BY THE ELECTRONICS & TEXTILE INDUSTRIES, HAS PERFORMED WELL. STRUCTURAL CHANGES WHICH ARE TAKING PLACE IN DEVELOPED COUNTRIES (PRINCIPALLY JAPAN WHO ARE BOTH INCREASING IMPORTS FROM MALAYSIA WHILE ALSO INVESTING MORE) IS ALSO HAVING AN EXPANSIONARY EFFECT ON THE MALAYSIAN ECONOMY AND THE CONSENSUS IS THAT REAL GDP GROWTH FOR 1987 WILL BE BETWEEN 2%-3%. THE GOVT HAS MAINTAINED ITS PRUDENT FISCAL MANAGEMENT PROGRAM KEEPING THE LID ON PUBLIC EXPENDITURES AND ACCELERATING REPAYMENT OF FOREIGN DEBT WHILE PROCEEDING WITH AN AMBITIOUS PRIVATIZATION PROGRAM AND TRIMMING BACK ITS DEVELOPMENT PROGRAM. THE FIVE YEAR PLAN HAS BEEN REVISED IN LIGHT OF INTERNATIONAL & DOMESTIC DEVELOPMENTS AND THE ALLOCATION FOR PUBLIC SECTOR INVESTMENT HAS BEEN REDUCED BY MORE THAN 35% TO C\$25 BILLION. THIS HAS NECESSITATED THE SUSPENSION OF VARIOUS CAPITAL PROJECTS. THE OUTLOOK FOR 1988 IS FOR CONTINUED MODERATE GROWTH. EXTERNAL DEMAND IS EXPECTED TO CONTINUE TO IMPROVE, INTEREST BY FOREIGN INVESTORS IS STRENGTHENING AND THE RINGGIT APPEARS FIRM. THE PERFORMANCE OF THE MANUFACTURING SECTOR IS ANTICIPATED TO REMAIN STRONG AND THE GROWTH OF THE MINING SECTOR WILL INCREASE SIGNIFICANTLY AS CRUDE PETROLEUM PRODUCTION IS PLANNED TO INCREASE TO 540,000 BARRELS PER DAY. EXPORTS ARE ALSO EXPECTED TO INCREASE BY 9.0% REACHING C\$23.5 BN AND IMPORTS WILL GROW BY 10% TOTALLING C\$17.9 BN. AS A RESULT REAL GDP IN 1988 IS FORECAST TO GROW BY 4.0%. THE GOVT HOWEVER CONTINUES TO PLACE THE RESPONSIBILITY FOR FUTURE GROWTH AT THE DOOR OF THE PRIVATE SECTOR AND DOMESTIC BUSINESS CONFIDENCE REMAINS THE CRITICAL FACTOR IN REALIZING THIS SCENARIO. A MORE PROACTIVE BUSINESS CONFIDENCE REMAINS THE CRITICAL FACTOR IN REALIZING THIS SCENARIO. A MORE PROACTIVE TRADE PROMOTION STRATEGY WHICH HAS SEEN A QUANTUM LEAP IN THE NUMBER OF CDN BUSINESS VISITORS ALONG WITH A COMPREHENSIVE PROGRAM OF TRADE & INVESTMENT MISSIONS BY THE FEDERAL & PROVINCIAL GOVTS IS NOW ACHIEVING RESULTS. THE PROFILE OF CDA IS MEASURABLY HIGHER AND WE HAVE ESTABLISHED THE REPUTATION OF A RELIABLE AND VALUED COMMERCIAL PARTNER. THIS IS EVIDENT IN THE 16% INCREASE IN CDN EXPORTS AND THE 26% GROWTH IN OVERALL BILATERAL TRADE RECORDED IN THE FIRST SEVEN MONTHS OF 1987 AND THERE APPEAR TO BE GOOD PROSPECTS TO INCREASE OUR SHARE OF THE GROWING MALAYSIAN MARKET. CDN AREAS OF EXPERTISE PARALLEL MALAYSIAN DEVELOPMENT PRIORITIES IN THE FIELDS OF TELECOMMUNICATIONS, AGRICULTURE, OIL & GAS, POWER, TRANSPORTATION AND DEFENCE AND IN THE TRAINING AND HUMAN RESOURCE DEVELOPMENT PROGRAMS WHICH ARE BEING ENVISAGED FOR THESE SECTORS. HOWEVER, THE COMPETITION FROM JAPAN, USA, UK, AUSTRALIA AND

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

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

## 1. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: WITH PRIVATISATION OF TELEPHONE COMPANY, PRIORITY PLACED ON UPGRADING THEIR TECHNICAL & MANAGERIAL SKILLS, MODERNIZATION & EXPANSION OF DOMESTIC & INTERNATIONAL SERVICES & INTRODUCTION OF RANGE OF VALUE ADDED

## 2. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: GROWING POPULATION, RISING PER CAPITA INCOME, RAPID URBANIZATION HAS CREATED GREATER DEMAND FOR FOOD PRODUCTS WHICH MALAYSIA CONTINUES TO IMPORT (C\$1.7 BN ANNUALLY). FOREIGN PURCHASES WILL REMAIN SIGNIFICANT

## 3. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: MALAYSIAN GAS DVLPMT PROGRAMS INCLUDES C\$1 BN PENINSULAR GAS PIPELINE PROJECT, CNG STATIONS AND RESIDENTIAL DISTRIBUTION SYSTEM OFFERING PROSPECTS FOR CONSULTING SERVICES & EQPT. PETRONAS SIGNED 5 NEW

## 4. 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

REASONS: THE NATIONAL ELECTRICITY BOARD, SEB AND SESCO PROCEEDING WITH PROGRAM FOR EXTENSION AND REINFORCEMENT OF POWER TRANSMISSION AND DISTRIBUTION NETWORKS, SYSTEM OPERATION EFFICIENCY IMPROVEMENT PROJECTS, PLANT

## 5. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: NATIONAL TRANSPORTATION STUDY (WITH INVOLVEMENT OF CDN CONSULTANTS) BEING CARRIED OUT TO DEFINE DEVELOPMENT STRATEGY FOR ALL TRANSPORT MODES OVER THE NEXT 20 YRS. IMPLEMENTATION PROGRAM SHOULD PRESENT

## 6. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: DEFENCE SPENDING EXPECTED TO INCREASE BY MID-1988 FOLLOWING BUDGET REVIEW. WITH CDN PARTICIPATION AT DSA '88 IN MARCH AND DEFENCE MISSION SCHEDULED SHORTLY THEREAFTER THERE SHOULD BE RENEWED INTEREST IN

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

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 003 GRAINS AND OILSEEDS
4. 005 COMM. & INFORM. EQP. & SERV
5. 001 AGRI & FOOD PRODUCTS & SERVICE

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2021.00M	\$ 1943.00M	\$ 1887.00M	\$ 1832.00M
Canadian Exports \$	33.00M	\$ 31.00M	\$ 29.00M	\$ 28.00M
Canadian Share of Import Market	1.63%	1.57%	1.54%	1.50%

## Major Competing Countries

## Market Share

i) 520 THAILAND	019 %
ii) 011 AUSTRALIA	013 %
iii) 192 PEOPLE'S REP OF CHINA	007 %
iv) 577 UNITED STATES OF AMERICA	005 %
v) 370 NEW ZEALAND	004 %
vi) 214 INDONESIA	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$

i) CEREALS AND CEREALS PREPARATIONS	\$ 404.50 M
ii) VEGETABLES & FRUIT	\$ 227.10 M
iii) SUGAR, SUGAR PREPARATION & HONEY	\$ 196.10 M
iv) MINERAL AND CHEMICAL FERTILIZERS	\$ 165.62 M
v) FISH CRUSTACEANS, MOLLUSES & PREPARATION	\$ 145.10 M
vi) DIARY PRODUCTS	\$ 132.90 M
vii) FEEDING STUFF FOR ANIMALS	\$ 128.60 M
viii) MISCELLANEOUS EDIBLE PRODUCTS & PREPARATION	\$ 93.10 M
ix) MEAT & MEAT PREPARATION	\$ 92.20 M
x) COFFEE, TEA, SPICES, ETC.	\$ 79.60 M

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

**Activity: ACTIVE FOLLOW-UP WITH MEMBERS OF MALAYSIAN LIVESTOCK MISSION. ON-GOING SUPPORT FOR TECHNICAL COLLABORATION WITH LIVESTOCK AUTHORITY & INDUSTRY ASSOC. & PROM OF BREEDING STOCK**

**Results Expected: 20% INCREASE IN SALES OF SWINE BREEDING STOCK. ESTABLISH CDN REPUTATION AS LEADER IN GENERIC ENGINEERING & EXPAND INSTITUTIONAL CO-OP**

**Activity: FOLLOW UP WITH MALAYSIAN PARTICIPANTS IN ASEAN FOOD PACKAGING TOUR & CDN COS THEY MET**

**Results Expected: INCREASE AWARENESS OF CDN CAPABILITY IN THIS SECTOR & EVENTUALLY ESTABLISH CDN PRESENTS IN MALAYSIAN MARKET**

**Activity: CONTINUE TO PROMOTE CDN FEED INGREDIENTS WITH LOCAL FEEDMILLERS**

**Results Expected: GAIN GREATER ACCEPTANCE OF CDN FEED FORMULATIONS & IMPROVE SALES PERFORMANCE**

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

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

Activity: HOLD "CANADA FOOD FAIR" IN CO-OPERATION WITH LEADING SUPERMARKET CHAIN TO PROMOTE A WIDE VARIETY OF CDN FOODS.

Results Expected: HEIGHTEN AWARENESS OF CDN FOOD PRODUCTS.  
IDENTIFY  
NEW LOCAL DISTRIBUTORS TO HANDLE CDN FOOD  
PRODUCTS & THUS INCREASE SALES

Activity: PROMOTE AVAILABLE CDN UNIVERSITY & TECHNICAL TRAINING PROGRAMS IN AGRICULTURE SECTOR

Results Expected: INCREASE NO. OF GOVT. SPONSORED STUDENTS  
ATTENDING  
CDN UNIVERSITIES. IDENTIFY PRIORITY AGRICULT  
TRAINING NEEDS & ALERT CDN INDUSTRY.

Activity: MEET WITH PRINCIPAL MALAYSIAN PLANTATION COS TO PROMOTE SOURCING OF CDN AGRICULTURE EQPT., TECHNOLOGY & SERVICES

Results Expected: DEMONSTRATE APPLICATIONS OF CDN HIGH TECH  
TO AGRICULTURE SECTOR

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	250.10M	\$ 243.20M	\$ 238.42M	\$ 222.49M
Canadian Exports \$	0.95M	\$ 0.90M	\$ 0.51M	\$ 0.12M
Canadian Share of Import Market	0.38%	0.37%	0.21%	0.05%

## Major Competing Countries

## Market Share

i) 520 THAILAND	029 %
ii) 265 JAPAN	007 %
iii) 214 INDONESIA	007 %
iv) 206 INDIA	003 %
v) 434 TAIWAN	002 %
vi) 068 CHILE	002 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) FISH, FRESH, CHILLED OR FROZEN	\$ 70.50 M
ii) SARDINES CANNED	\$ 19.90 M
iii) TUNA CANNED	\$ 10.90 M
iv) PRAWNS, FRESH CHILLED	\$ 6.10 M
v) PRAWNS CANNED	\$ 5.10 M
vi) CRABS CANNED	\$ 5.00 M
vii) SMOKED FISH (EXCLUDING SALMON)	\$ 4.50 M
viii) CRUSTACEANS & MOLLUSES, PREPARED OR PRESERVED	\$ 4.40 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FORMALIZE MEMBERS OF INFOFISH & MAINTAIN INFORMATION EXCHANGE & LIAISON PROGRAM

Results Expected: IMPROVE INFO BASE FOR CDN. INDUSTRY ON THE ASIA/PACIFIC FISHERY SECTOR DEVELOPMENT.  
REINFORCE CDN. CREDINTIALS AS LEADER IN SUPPLY OF FISH PRODUCTS

Activity: FOLLOW-UP WITH MALAYSIAN CANNERIES VISITED BY CDN FISH INSPECTORS DURING MAY 87. SEAFOOD SEMINAR PRESENTED BY FISHERIES & OCEANS CDA

Results Expected: SALE OF CDN. EQPT., SYSTEMS & TRAINING TO UPGRADE CANNARIES & FISH PLANTS TO CDN. STANDARDS

Activity: WITH OFFICIALS OF MIN. OF AGRICULTURE & MALAYSIAN AGRICULTURE RESEARCH & DEVELOPMENT INST., TO IDENTIFY CURRENT ACTIVITIES RELATED TO AQUICULTURE DEVELOPMENT & TO PROMOTE CDN. EXPERTISE & SERVICIES

Results Expected: IDENTIFY POTENTIAL FOR TECHNICAL CO-OPERATION & COMMERCIALS IN AQUICULTURE FIELD.

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

Activity: HOLD "CDA. FOOD FAIR" IN CO-OPERATION WITH A LEADING SUPERMARKET CHAIN TO PROMOTE A WIDE VARIETY OF CDN. FOODS

Results Expected: CREATE A GREATER AWARENESS OF CDN. FISH & SEA FOODS & ESTABLISH TARGET MKT. FOR CDN. PRODUCTS

Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

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

Activity: IDENTIFY THE MAIN TYPES OF FISH & SEA FOOD PRODUCTS IMPORTED & THE MALAYSIAN PRINCIPAL IMPORTERS & IF APPROPRIATE ARRANGE PRODUCTS FOR MKT. TESTING & EVALUATION OF CDN. FISH & SEA FOOD

Results Expected: BETTER TARGETED EFFORTS IN SUPPORT OF SPECIES WITH MKT. POTENTIAL INCREASING LIKLIHOOD OF SALES

Activity: SUPPORT XACTICS IN ITS CIDA INC. FUNDED PROJ. TO MANUFACTUER FISH BOXES IN MALAYSIA.

Results Expected: ESTABLISH CDN. JOINT VENTURE WITH QUALIFIED LOCAL PARTNER

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 100.00M	\$ 100.00M	\$ 160.00M
Canadian Exports \$	15.00M	\$ 5.00M	\$ 0.50M	\$ 3.00M
Canadian Share of Import Market	7.50%	5.00%	0.50%	1.80%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 051 UNITED KINGDOM	015 %
iii) 128 GERMANY WEST	015 %
iv) 268 KOREA	010 %
v) 237 ITALY	008 %
vi) 112 FRANCE	007 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) CRV 7 ROCKETS	\$ 10.00 M
ii) EOD EGPT.	\$ 0.00 M
iii) ARTILLERY COMPUTER SYSTEMS	\$ 0.00 M
iv) A & W SONAR	\$ 0.00 M
v) SLAR	\$ 0.00 M
vi) REMOTLY PILOTED VEHICLES	\$ 0.00 M
vii) CHALLENGER 601 AIRCRAFT	\$ 0.00 M
viii) AIRCRAFT SPARE PARTS	\$ 0.00 M
ix) PERIMETER INTRUSION DETECTOR SYSTEMS	\$ 0.00 M
x) PARACHUTES	\$ 0.00 M

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO IDENTIFY NEW CAPABLE AGENTS WITH SUCCESSFUL TRACK RECORDS TO REPRESENT CDN. DEFENCE PRODUCT MANUFACTURERS.

Results Expected: EXPAND LIST OF QUALIFIED AGENTS.  
INCREASE CHANCES OF SUCCESS IN FUTURE MIN. OF DEFENCE TENDERS.

Activity: MAINTAIN ON-GOING LIAISON BETWEEN MIN OF DEFENCE, CDN COMMERCIAL CORP. & RODE & SCHWARZ TO RESOLVE RDF CONTRACT DISPUTE.

Results Expected: TERMS & CONDITIONS OF CONTRACT FULFILLED TO SATISFACTION OF BOTH SIDES & RDF SYSTEMS OPERATIONAL.

Activity: FOLLOW-UP ON CDN. DEFENCE CHIEF GEN. MANSON VISIT TO MALAYSIA.

Results Expected: STRENGTHEN CDN. /MALAYSIAN DEFENCE RELATIONS.

Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

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

Activity: FOLLOW-UP ON BEHALF OF CDN. PARTICIPANTS AT DSA 88 & SECURE MALAYSIAN CONCURRENCE FOR UPCOMMING DEFENCE MISSION.

Results Expected: INTRODUCE SEINOR ARMED FORCES PERSONNEL TO CROSS SECTION OF CDN. DEFENCE PRODUCTS. ESTABLISH INTERPERSONAL LINK BETWEEN HIGH LEVEL RANKING OFFICERS OF ARMED FORCES.

Activity: FOLLOW-UP RCMP EOD TRAINING COURSE PROVIDED TO ROYAL MALAYSIAN POLICE FORCE OFFICERS.

Results Expected: INCREASE SALES OF EXPLOSIVE ORDINANCE DISPOSAL EQPT.

Activity: ASSIST BRISTOL AEROSPACE IN THEIR MARKETING EFFORT TO SECURE SALES OF CRV 7 ROCKETS.

Results Expected: ESTABLISH BRISTOL POSITION AS BEST & MOST DEPENDABLE ROCKET SUPPLIER & SECURE CONTRACT ONCE FUNDS PERMIT TENDER.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

Subsector: 051 REMOTE SENSING

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	30.00M	\$ 20.00M	\$ 15.00M	\$ 10.00M
Canadian Exports \$	10.00M	\$ 3.00M	\$ 1.00M	\$ 0.00M
Canadian Share of Import Market	33.00%	15.00%	7.00%	0.00%

## Major Competing Countries

## Market Share

- |                                  |       |
|----------------------------------|-------|
| i) 112 FRANCE                    | 040 % |
| ii) 577 UNITED STATES OF AMERICA | 040 % |
| iii) 011 AUSTRALIA               | 005 % |

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

## Current status of Canadian exports:

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DIGITAL ANALYSIS EGPT. & SOFTWARE	\$ 2.00 M
ii) COMPUTER AIDED MAPPING	\$ 0.00 M
iii) EARTH STATIONS	\$ 0.00 M
iv) TRAINING PROGRAMS	\$ 0.50 M
v) SYNTHETIC APERATURE RADAR	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: COMPUTER AIDED MAPPING SYSTEM  
{TENDER CLOSED}

Approximate Value: \$ 10 M

Financing Source: 012 DOM

For further info. please contact:

CDN EMB/SHAW-WOOD TLX 8430269

- ii) Project Name: ESTABLISHMENT OF MALAYSIAN CENTRE FOR REMOTE SENSING

Approximate Value: \$ 5 M

Financing Source: 012 DDM  
For further info. please contact:  
CDN EMB/SHAW-WOOD TLX 8430269

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Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: GMS WEATHER SATELLITE RECEIVING SYSTEM  
Approximate Value: \$ 2 M  
Financing Source: 012 DDM  
For further info. please contact:  
CDN EMB/SHAW-WOOD TLX 8430269

iv) Project Name: INTEGRATED NATIONAL WEATHER MONITORING SYSTEM  
Approximate Value: \$ 2 M  
Financing Source: 011 CIDA  
For further info. please contact:  
CDN EMB/SHAW-WOOD TLX 8430269

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MAINTAIN ACTIVE CONTACT WITH PRINCIPAL USERS OF REMOTE SENSING SYSTEMS TO DEVELOPE AWARENESS OF EMERGING NEEDS & AREAS OF OPPORTUNITY

Results Expected: REINFORCE CDN IMAGE AS TECHNOLOGY LEADER.  
ALERT POTENTIAL CDN SUPPLIERS ON UP-COMING  
PURCHASE PLANS

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PROMOTE INFORMATION EXCHANGE & CO-OPERATION ACTIVITIES BETWEEN CDN CENTRE FOR REMOTE SENSING & RELATED CDN INSTITUTIONS & COUNTERPART MALAYSIAN ORGANIZATIONS

Results Expected: ESTABLISH STRONG BILATERAL RELATIONSHIP & FACILITATE TECHNOLOGY TRANSFER

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

Activity: SUPPORT MACDONALD DETWILLER & BERCHA & ASS. IN PROJ. PROPOSAL TO MIN OF SCIENCE TECHNOLOGY & ENVIRONMENT

Results Expected: MDA AWARDED CONTRACT FOR GEO CODED IMAGE CORRECTION SYSTEM.  
BERCHA CONTRACTED TO PROVIDE TECHNICAL TRAINING PROGRAM IN MALAYSIA

Activity: ENSURE CIDA S&T MISSION TO MALAYSIA  
ADDRESS THEME OF CDA/MALAYSIA CO-OPERATION IN FIELD OF REMOTE SENSING

Results Expected: HEIGHTENED EXPOSURE OF CDN TECHNOLOGY & SERVICES. CDN FIRMS INCLUDED ON NEGOTIATED TENDERS TO BUY REMOTE SENSING EQPT.

Activity: MAKE PRESENTATION TO MALAYSIAN PLANNING ASSOC. ON APPLICATION OF REMOTE SENSING TO CROP FORECASTING

Results Expected:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 410.00M	\$ 400.00M	\$ 550.00M
Canadian Exports \$	20.00M	\$ 15.00M	\$ 8.00M	\$ 8.00M
Canadian Share of Import Market	4.00%	3.60%	2.00%	1.50%

## Major Competing Countries

## Market Share

i) 265 JAPAN	040 %
ii) 507 SWEDEN	010 %
iii) 354 NETHERLANDS	010 %
iv) 128 GERMANY WEST	006 %
v) 112 FRANCE	006 %
vi) 038 BELGIUM	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) CONSULTING SERVICES	\$ 15.00 M
ii) BROADCAST STUDIO EQPT.	\$ 5.00 M
iii) TRAIAG SOURCES	\$ 5.00 M
iv) COMMUNICATIONS TOWERS	\$ 2.00 M
v) DATA COMMUNICATIONS PERIPHERALS	\$ 10.00 M
vi) PABX SWITCHING	\$ 10.00 M
vii) TDMA SYSTEM	\$ 0.00 M
viii) SUBSCRIBER RADIO MOBILE SYSTEM	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: CONSULTING SERVICES TO PRIVATIZED TELEPHONE CO. SYARIKAT TELECOM. MALAYSIA  
Approximate Value: \$ 50 M  
Financing Source: 012 DOM 024 RC

For further info. please contact:  
R. HURBY: (613) 992-0959

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Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: RADIO/TV MALAYSIA STUDIO EQPT. TENDERS  
Approximate Value: \$ 15 M  
Financing Source: 012 DOM  
For further info. please contact:  
R. HURBY (613) 992-0959

iii) Project Name: RADIO/TV MALAYSIA FM TRANSMITTER TENDER  
Approximate Value: \$ 5 M  
Financing Source: 012 DOM  
For further info. please contact:  
R. HURBY (613) 992-0959

iv) Project Name: 900MHZ UPGRADE TO CELLULAR TELEPHONE  
SYSTEM FOR STM FLEET GROUP  
Approximate Value: \$ 20 M  
Financing Source: 024 BC  
For further info. please contact:  
R. HURBY (613) 992-0959

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be high
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP ON COMMUNICATIONS OPPORTUNITIES IDENTIFIED IN THE TELECOMMUNICATIONS EQPT. & SERVICES MKT. STUDY.

Results Expected: IDENTIFY 5 NEW AGENTS FOR CDN. COS.  
INCREASED SALES OF TELECOM. EQPT. TO MALAYSIAN PRIVATE SECTOR.

Activity: FOLLOW-UP WITH MALAYSIAN PARTICIPANTS ON INCOMING RURAL TELECOM. MISSION.

Results Expected: DETERMINE STATUS OF PURCHASE PLANS FOR ITEMS OF INTEREST IDENTIFIED DURING MISSION.  
IDENTIFY LOCAL AGENTS TO REPRESENT CDN. FIRMS FOR SALE TO STM.

Activity: MEET WITH SENIOR DECISION MAKERS IN RADIO TV MALAYSIA TO PROMOTE CDN. EXPERTISE & ASSES RELEVANCE OF INCOMING MISSION TO CDA.

Results Expected: DETERMINE EQPT. ACQUISITION PLANS & ADVISE CDN. INDUSTRY.  
EDUCATE MALAYSIAN BUYERS ABOUT CDN. PRODUCTS.

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

Activity: ASSESS MKT. FOR DATA COMMUNICATIONS PRODUCTS & IF MERITED ORGANIZE DATA COMMUNICATIONS INCOMING MISSION TO CDA.

Results Expected: IDENTIFY GOVT. & INDUSTRY EQPT. BUYERS & NATURE OF THEIR REQUIREMENTS & SECURE THEIR PARTICIPATION ON MISSION.

Activity: ENCOURAGE PROVINCIAL TRADE MISSIONS TO INCLUDE TELECOM. PROD. MANUFACTURERS

Results Expected: INCREASE MALAYSIAN EXPOSURE TO CDN. TECH. & SERVICES.

Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

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

Activity: INITIATE PROGRAM OF CALLS ON BANKS, MULTI-NATIONAL CORPS, & STM TO PROMOTE SATELLITE SYSTEMS FOR BUSINESS & RURAL TELEPHONE NEEDS.

Results Expected: PREPARE SHOPPING LIST OF OPPORTUNITIES FOR CDN. SUPPLIERS.  
INCREASED PRESENCE OF CDN. PRODUCTS/SERVICES

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	600.00M	\$ 400.00M	\$ 270.00M	\$ 250.00M
Canadian Exports \$	20.00M	\$ 10.00M	\$ 5.00M	\$ 4.00M
Canadian Share of Import Market	3.00%	2.00%	2.00%	2.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	055 %
ii) 512 SWITZERLAND	015 %
iii) 051 UNITED KINGDOM	010 %
iv) 128 GERMANY WEST	010 %
v) 112 FRANCE	005 %
vi) 268 KOREA	005 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports In Canadian \$

i) CONSULTING SERVICES	\$ 20.00 M
ii) POWER & DISTRIBUTION TRANSFORMERS	\$ 10.00 M
iii) POWER LINE CARRIERS	\$ 0.00 M
iv) STSTIC VAR COMPENSATION EQPT.	\$ 0.00 M
v) LOAD DISPATCH CENTRES	\$ 0.00 M
vi) BOILER EQPT.	\$ 0.00 M
vii) HYDRO TURBINES & GENERATORS	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: ACCELERATED TRANSMISSION PROJ.  
Approximate Value: \$ 100 M  
Financing Source: 012 DDM  
For further info. please contact:  
CDN EMB/SHAW-WOOD T.L.X R430269

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: POWER 12: TRANSMISSION LINES, THERMAL  
REHAB EGPT., THERMAL FIRING CONV PROJ.

Approximate Value: \$ 73 M  
Financing Source: 001 IBRD  
For further info. please contact:  
CDN EMB/SHAW-WOOD TLX 8430269

iii) Project Name: EFFICIENCY IMPVTS & 275KV TRANS  
PENINSULAR TRANSMISSION LINE

Approximate Value: \$ 98 M  
Financing Source: 025 OTHER  
For further info. please contact:  
CDN EMB/SHAW-WOOD TLX 8430269

iv) Project Name: POWER LINE CARRIER COMMUNICATION SYSTEM

Approximate Value: \$ 10 M  
Financing Source: 012 DOM 025 OTHER  
For further info. please contact:  
CDN EMB/SHAW-WOOD TLX 8430269

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be high

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- high tariffs

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ASSIST CDN COS BIDDING ACCELERATED TRANSMISSION PROJ. & VARIOUS PROJS. FUNDED UNDER ADB & IBRD.

Results Expected: ESTABLISH INITIAL CDN EGPT SALES IN POWER SECTOR. CDN CONSORTIUM AWARDED CONSULTING CONTRACT FOR 275KV TRANSMISSION PROJ.

Activity: SUPPORT AECL MARKETING INITIATIVES WITH PUSPATI RELATED TO TENDER FOR FOOD IRRADIATOR & COBALT 60 SALES

Results Expected: AECL AWARDED GAMMA IRRADIATOR CONTRACT

Activity: PROMOTE CANADIAN COAL SUPPLIERS WITH NEB

Results Expected: NEB TO PURCHASE 10% OF COAL REQUIRMENTS FOR PORT KLANG THERMAL POWER PLANT FROM CDA

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

Activity: FOLLOW UP WITH PARTICIPANTS ON ASEAN POWER TRANSMISSION & DIST. MISSION TO CDA TO IDENTIFY SALES PROSPECTS WITH MOST PROMISE. ENCOURAGE MORE PRO ACTIVE MARKETING BY CDN SUPPLIERS

Results Expected: GREATER KNOWLEDGE OF MALAYSIAN MKT. BY CDN. SUPPLIERS; AT LEAST 4 CDN COS WHO PARTICIPATED IN IN-COMMING MISSION VISIT MALAYSIA

Activity: PRIORITY TRADE PROMOTION ACTIVITIES TO MARKET CDN CAPABILITIES WITH SABAH ELECT BD (SEB) & SARAWAK ELECT SUPPLY CORP. (SESCO)

Results Expected: TRADE COMMISSIONER TO VISIT SEB, SESCO & LOCAL INDUSTRY TO IDENTIFY NEW PROJS.; CDN COS INCL MEETINGS WITH SERB, SESCO DURING VISIT TO MALAYSIA

Activity: PROMOTE INFORMATION EXCHANGE BETWEEN CDN & MALAYSIAN UTILITIES RELATED TO REGULATORY POLICIES, OPERATIONS, HUMAN RESOURCE DEV ETC.

Results Expected: INCREASE MALAYSIAN FAMILIARITY WITH PROV. UTILITIES LEADING TO INSTITUTIONAL CO-OP & SALE OF SERVICES. (OPERATIONAL, MAINTENANCE, TRAINING)

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	700.00M	\$ 600.00M	\$ 825.00M	\$ 900.00M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 3.00M	\$ 2.00M
Canadian Share of Import Market	1.40%	0.80%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 620 EUROPE	050 %
ii) 577 UNITED STATES OF AMERICA	030 %
iii) 265 JAPAN	010 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

i) AUTOPARTS	\$ 75.00 M
ii) AIRCRAFT SPAREPARTS	\$ 60.00 M
iii) LOCOMOTIVES	\$ 26.00 M
iv) COMMUTER AIRCRAFT HELICOPTERS	\$ 20.00 M
v) RAILWAY PARTS	\$ 20.00 M
vi) ATC EQPT.	\$ 2.00 M
vii) RAILWAY OPERATION CONSULTING SERVICES	\$ 1.00 M
viii) RAIL SIGNALLING COMMUNICATION EQPT.	\$ 1.00 M
ix) RADAR, MARINE EQPT.	\$ 1.00 M
x) NAVAIDS/AVIONICS EQPT.	\$ 1.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: RAILWAY PRIVATIZATION OPERATIONAL IMPLEMENTATION PROJ.

Approximate Value: \$ 2 M

Financing Source: 011 CIDA

For further info please contact:

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Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: MAS F27 AIRCRAFT REPLACEMENT PROGRAM

Approximate Value: \$ 71 M

Financing Source: 012 DOM

For further info. please contact:

R. HURBY: (613) 992-0959

iii) Project Name: CLEANING MACHINERY SYSTEMS FOR RAILWAYS  
AIRLINES BUS COS

Approximate Value: \$ 1 M

Financing Source: 013 NFR

For further info. please contact:

R. HURBY: (613) 992-0959

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO PROVIDE SUPPORT TO DE HAVILLAND & THEIR LOCAL AGENT  
IN THEIR PURSUIT OF MAS CONTRACT FOR REPLACEMENT OF EXISTING F-27  
AIRCRAFT

Results Expected: MAINTAIN DE HAVILLAND AS CONTENDER AGAINST  
TOUGH BRITISH & DUTCH COMPETITORS.

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ASSISTING CPPS IN THEIR EFFORT TO SECURE CONSULTING CONTRACTS WITH RAILWAYS.

Results Expected: EXPAND CPCS PRESENCE IN RAILWAYS & POSITION THEM FOR DOWNSTREAM WORK AS PRIVATIZATION PROCEEDS.

Activity: ASSIST GM OF CDA. LTD. IN ITS EFFORT TO INTRODUCE THEIR LOCOMOTIVES INTO MALAYSIA

Results Expected: WIN CONTRACT FOR SUPPLY OF SHUNTERS & SPARE PARTS

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

Activity: WORK WITH LAVALIN TO IDENTIFY UP-COMING TRANSPORTATION RELATED PROJECTS STEMMING FROM NATIONAL TRANSPORT STUDY.

Results Expected: POSITION CONSULTING COS TO OFFER EQPT. & SERVICES AHEAD OF COMPETITORS

Activity: PROMOTE CDN. MADE AVIONICS, NAVAIDS & ATC EQPT. . FOLLOW-UP ON COMMERCIAL OPPORTUNITIES IDENTIFIED IN THE AEROSPACE PRODUCTS & SERVICES MARKET STUDY

Results Expected: INTRODUCE CDN. SUPPLIERS TO THE MARKET & HELP THEM PURSUE POST RECESSION OPPORTUNITIES.

Activity: ASSESS INTEREST ON PART OF RAILWAYS, AIRLINES & BUS COS IN ACQUIRING HEAVY DUTY CLEANING MACHINERY FOR ENGINES & PARTS

Results Expected: HELP CDN. SUPPLIERS OF SUCH MACHINERY INTRODUCE THEIR EQPT. TO MALAYSIA.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	700.00M	\$ 700.00M	\$ 877.00M	\$ 1033.00M
Canadian Exports \$	15.00M	\$ 10.00M	\$ 1.00M	\$ 1.00M
Canadian Share of Import Market	2.10%	1.50%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	025 %
ii) 620 EUROPE	025 %
iii) 265 JAPAN	020 %
iv) 344 MALAYSIA	015 %
v) 467 SINGAPORE	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) OFFSHORE OIL & GAS EQPT. & SERVICES	\$ 100.00 M
ii) SEISMIC INTERPRETATION EQPT.	\$ 4.00 M
iii) POLLUTION CONTROL EQPT. & SERVICES	\$ 1.00 M
iv) DIVING/UNDER WATER EQPT.	\$ 1.00 M
v) RIG POSITIONING & MAPPING	\$ 0.50 M
vi) CNG EQPT. * SERVICES	\$ 0.30 M
vii) SAFETY TRAINING	\$ 0.20 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: PENINSULAR GAS UTILIZATION III EPC & PIPE & SCADA SUPPLY.

Approximate Value: \$ 400 M

Financing Source: 023 EDC 012 DCM

For further info. please contact:

R. HURBY: (613)-992-0959

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: GAS DISTRIBUTION FOR RESIDENTIAL USE IN  
JOHORE & SINGAPORE EPC.

Approximate Value: \$ 200 M

Financing Source: 012 DOM 023 EDC

For further info. please contact:

R. HURBY: (613) 992-0959

iii) Project Name: COMPREHENSIVE FUEL & GAS CONVERSION  
PROGRAM.

Approximate Value: \$ 200 M

Financing Source: 012 DOM

For further info. please contact:

R. HURBY: (613) 992-0959

iv) Project Name: PETRONAS NEW OIL REFINERY (TANGGA BATU)  
EPC & EQPT.

Approximate Value: \$ 300 M

Financing Source: 012 DOM

For further info. please contact:

R. HURBY (613) 992-0959

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: SUPPORT CDN. CONSULTING FIRMS & EQPT. SUPPLIERS IN THEIR EFFORTS TO OBTAIN CNG RELATED CONTRACTS.

Results Expected: TRANSFER CDN. TECHNOLOGY THROUGH PARTIAL MANUFACTURING & WIN CONSULTING CONTRACTS FOR CNG INDUSTRIAL CONVERSION PROJECTS.

Activity: SUPPORT PREQUALIFIED BIDDERS FOR PCUP II PROJ. BY WORKING CLOSELY WITH THEM, THEIR LOCAL ASSOCIATES, EDC & COUNTER TRADE COS. AS REQUIRED IN SUBMISSION OF TENDERS

Results Expected: ENSURE CDA. GETS A SHARE OF THIS \$600M PROJ.

Activity: CONTINUE TO IDENTIFY SUITABLE REPRESENTATIVES & INTRODUCE THEM TO CDN. SUPPLIERS

Results Expected: CONCLUDE NEW REPRESENTATION AGREEMENTS & INCREASE EQPT. & SERVICE SALES POTENTIAL

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

Activity: IDENTIFY CDN. MANUFACTURERS OF OFFSHORE EXPLORATION EQPT. CAPABLE OF SUPPLYING TO CONCESSION HOLDERS.

Results Expected: INCREASE CDN. EXPOSURE TO MALAYSIAN MKT. & REPLACE TRADITIONAL SUPPLIERS.

Activity: ENCOURAGE PETRONAS & LOCAL INDUSTRY PARTICIPATION IN ALBERTA SUMMER INSTITUTE FOR PETROLEUM INDUSTRY DEVELOPMENT & BSAM MANAGEMENT TRAINING PROGRAMS.

Results Expected: ESTABLISH CDN REPUTATION AS LEADER IN HUMAN RESOURCE DEVELOPMENT IN OIL & GAS SECTOR.

Activity: PROMOTE CDN. CONSULTING EXPERTISE IN REGULATORY ASPECTS OF IMPLEMENTATION OF CNG CONVERSION PROGRAMS.

Results Expected: TRANSFER CDN. EXPERIENCE TO MALAYSIA TO ESTABLISH OPPORTUNITY FOR CONSULTING SERVICES & POSSIBLE GOVT. TO GOVT. COLLABORATION.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	80.40M	\$ 70.40M	\$ 35.00M	\$ 36.60M
Canadian Exports \$	3.00M	\$ 2.70M	\$ 0.70M	\$ 0.30M
Canadian Share of Import Market	3.70%	3.80%	2.00%	0.08%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	012 %
ii) 265 JAPAN	010 %
iii) 577 UNITED STATES OF AMERICA	008 %
iv) 354 NETHERLANDS	006 %
v) 051 UNITED KINGDOM	003 %
vi) 075 CANADA	002 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospectsCurrent Total Imports  
In Canadian \$

i) OTHER MEDICAL, SURGICAL & VETERINARY INSTRUMENTS	\$ 15.50 M
ii) X-RAY APPARATUS, FURNITURE, PARTS & ACCESSORIES	\$ 12.50 M
iii) INSTRUMENTS FOR HUMAN MEDECIN & SUGERY	\$ 3.60 M
iv) MECHAND THERAPY & BREATHING APPLIANCES, ETC.	\$ 3.00 M
v) VOCATIONAL TRAINING EQPT.	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: THIRD VOCATIONAL EDUCATIONAL LOAN  
Approximate Value: \$ 90 M  
Financing Source: 006 ASDB  
For further info. please contact:

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- ii) Project Name: NATIONAL HEALTH SERVICES PROJ.  
Approximate Value: \$ M  
Financing Source: 006 ASDB  
For further info. please contact:

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP ON MEDICAL PROD. MARKET STUDY & ALERT CDN. COS. TO IDENTIFIED SALES OPPORTUNITIES

Results Expected: ESTABLISH BUYING CONNECTIONS FOR THOSE CDN. FIRMS NEW TO THIS MKT.  
DOUBLE CDN. SALES TO MALAYSIAN MKT.

Activity: ENCOURAGE CDN. COS. TO BID SUPPLY OF SERVICES & EQPT. FOR ADB 2ND & 3RD VOCATIONAL EDUCATION PROJECTS.

Results Expected: CDN CO. AWARDED CONTRACT TO PROVIDE TECHNICAL ASSISTANCE & CONSULTING SERVICES.  
SALES OF VOCATIONAL TRAINING EQPT. TO POLYTECHNICS.

## Export and Investment Promotion Planning System

MISSION: 511 KUALA LAMPUR

COUNTRY: 344 MALAYSIA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP WITH MIN. OF HEALTH ON BEHALF OF CDN. COS. BIDDING FOR CONSULTING SERVICES FOR THE ADB HEALTH SERVICES DEVELOPMENT PROJ.

Results Expected: ONE CDN. FIRM SHORTLISTED FOR THE FINAL BID.

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

Activity: PROMOTE CDN. ADVANCES IN FIELD OF BIOTECHNOLOGY

Results Expected: ESTABLISH CDN. REPUTATION IN BIOTECHNOLOGY & IDENTIFY POTENTIAL AREAS OF CO-OPERATION IN MIN OF SCIENCE TECHNOLOGY & ENVIRONMENT

Activity: CDN. GOVT. EDUCATION INSTITUTIONS & EGPT. MANUFACTURERS TO PARTICIPATE IN ACADEMIA 88.

Results Expected: INCREASE MALAYSIAN EXPOSURE TO CDN. UNIVERSITY & COMMUNITY COLLEGE PROGRAMS. FAMILIARIZATION WITH TRAINING/EDUCATION EGPT. AVAILABLE FROM CDA.

Activity: ENCOURAGE MALAYSIAN GOVT. AGENCIES TO CONSIDER SENDING OFFICIALS FOR SHORT TERM TECHNICAL TRAINING & UNIVERSITY EDUCATION IN CDN. INSTITUTIONS

Results Expected: INCREASE IN NO. OF MALAYSIAN SPONSERED STUDENTS TO STUDY IN CDA.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 511 KUALA LAMPUR		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS AGASIA '90	KUALA LUMPUR	0890
020 MISSION OUTGOING FOOD PROCESSING & PACKAGING EQPT & TECH MISSION	KUALA LUMPUR	0190
FRUITS & FRUIT PRODUCTS MISSION	KUALA LUMPUR	0990
024 MISSION INCOMING SWINE BUYERS MISSION		0990
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENCE '90	KUALA LUMPUR	0390
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING REMOTE SENSING EQUIPMENT & TECHNOLOGY MISSION	KUALA LUMPUR	0489
024 MISSION INCOMING TELECOMMUNICATION MISSION (INCLUDING BRUNEI)		0989
COMPUTER SOFTWARE BUYERS MISSION		0990
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING ENVIRONMENT EQUIPMENT & SERVICES MISSION	KUALA LUMPUR	0590
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
010 FAIRS POWER MALAYSIA	KUALA LUMPUR	0291
024 MISSION INCOMING POWER TRANSMISSION&DISTRIBUTION EQP BUYERS MISSION		0889
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
024 MISSION INCOMING AEROSPACE EQUIPMENT & COMPONENTS MISSION		0690
RAILWAY EQPT, SERVICES & TECHNOLOGY MISSION		1089
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS 3RD MALAYSIAN OIL, GAS&PETROCHEMICAL ENGINEERING EX	KUALA LUMPUR	0689

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 511 KUALA LAMPUR		
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING		
GAS DISTRIBUTION SYSTEM & TECH MISSION		0589
NATIONAL PETROLEUM SHOW	CALGARY	0690
INTERCAN		0689
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING		
MEDIC EQP MISS&PARTIC'TION IN ASIAN HEALTH CONF&EX	KUALA LUMPUR	1089
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS		
ASIAN WATER TECHNOLOGY CONFERENCE & EXHIBITION	KUALA LUMPUR	1189
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING		
SOLO PRODUCTS SHOW	KUALA LUMPUR	0290

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 512 SINGAPORE

Country: 467 SINGAPORE

AFTER THE DRAMATIC DECLINE IN PERFORMANCE IN 85, THE SPORE ECONOMY IS ONCE MORE EXPERIENCING OVERALL GROWTH, ALBEIT AT A MUCH LOWER RATE THAN THE COUNTRY HAS BEEN ACCUSTOMED TO. IN 86, GDP GREW BY 1.9%. THE REBOUND WAS LED BY THE ROBUST PERFORMANCE OF THE ELECTRONICS IND. (WHICH EXPANDED BY 28%) & THE TRANSP'N AND COMMUNICA'NS SECTOR (9.2%). HOWEVER, HALF OF THE ECONOMY CONTINUED TO BE DEPRESSED, THE MOST NOTABLE OF THE POOR PERFORMERS BEING THE CONSTRUCTION SECTOR, WHICH DECLINED 25.2% IN 86. IN THE 1ST QUARTER OF 87, THE ECONOMY GREW BY A VERY HEALTHY 6.5%, AND THIS GROWTH CONTINUED INTO THE SECOND QUARTER (7.4%). FORECASTS FOR THE YEAR 87 ESTIMATE THAT GROWTH WILL BE IN THE REGION OF 6%. CDN EXPORTS TO SPORE IN 86 IMPROVED ALONG WITH THE SPORE ECONOMY & REGISTERED A SHARP 37% GROWTH. AFTER A SIGNIFICANT DECLINE IN 85, VOLUME OF TRADE IN 86 REGAINED HISTORICAL LEVELS. TRADE FIGURES FOR THE FIRST HALF OF 87 INDICATE THAT STRONG GROWTH IN TRADE WITH SPORE IS CONTINUING. EXTERNAL TRADE CONTINUES TO PLAY AN IMPORTANT ROLE IN THE ECONOMIC GROWTH OF SPORE, & GROWTH IN EXTERNAL DEMAND PLAYED A KEY ROLE IN THE ECONOMIC RECOVERY OF 86. THE GOVT IS ACTIVE AND AGGRESSIVE IN ITS EFFORTS TO INCREASE TRADE, AND SPOREAN COMPETITIVENESS WAS ENHANCED BY TIMELY ACTION BY THE GOVT TO DECREASE THE COST OF DOING BUSINESS IN SPORE (AS WELL AS BY THE MAJOR CURRENCY REALIGNMENTS THAT OCCURED IN 86). FOR EXAMPLE, A MAJOR CONFERENCE IN OCTOBER 87 WAS SPONSORED IN SPORE BY THE MINISTRY OF TRADE AND INDUSTRY ON THE SUBJECT OF "PRESENT AND FUTURE TRADE WITH CHINA". WITH A SUBSTANTIAL PORTION OF CANADIAN EXPORTS TO SPORE BEING DESTINED FOR THIRD MARKETS, THIS ACTIVITY WORKS TO THE BENEFIT OF BOTH CANADA AND SPORE. SINGAPORE HAS DEVELOPED A SOPHISTICATED TECHNOLOGICAL & SERVICE-BASED ECONOMY & CONTINUES TO SUCCESSFULLY BUILD UPON ITS FOUNDATION AS A REGIONAL COMMERCIAL AND FINANCIAL REGIONAL CENTRE. SOME EXAMPLES OF CANADIAN COMPANIES WHICH HAVE BENEFITTED FROM THIS ROLE INCLUDE A 6TH CANADIAN BANK WHICH OPENED ITS DOORS HERE IN 1987, A MAJOR CANADIAN INDUSTRIAL CONCERN WHICH LOCATED ITS REGIONAL OFFICE HERE IN 1986, AND A CANADIAN ENGINEERING COMPANY WHICH OBTAINED A MAJOR PROJECT MANAGEMENT CONTRACT IN A NEIGHBOURING COUNTRY LARGELY AS A RESULT OF THE EFFORTS OF ITS SINGAPORE BUSINESS DEVELOPMENT OFFICE. THE POST HAS IDENTIFIED AS PRIORITY SECTORS FOR CANADIAN BUSINESS THE FOLLOWING: TELECOMMUNICATIONS AND INFORMATICS, DEFENCE PRODUCTS, AGRICULTURE AND FOOD PRODUCTS, TRANSPORTATION SYSTEMS AND EQUIPMENT, OIL AND GAS EQUIPMENT AND SERVICES AND CONSUMER PRODUCTS. THE POTENTIAL FOR AN INCREASE IN THE VOLUME OF EXPORTS IN EACH OF THESE SECTORS IS EXCELLENT.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

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

1. 005 COMM. & INFORM. EQP. & SERV  
REASONS: WITH A LABOUR FORCE THAT BY ASIAN STANDARDS IS HIGH-COST & HIGHLY SKILLED, GOVT & IND. ARE FOCUSING THEIR EFFORTS ON EXPLOITING THE OPPS OF INFO. TECH. AS A NEW GROWTH IND. SUITED TO THE SPORE ENVIRON.
2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV  
REASONS: GEO-POLITICAL CONCERNS REQ'RE THE MAINTENANCE OF ONE OF THE RGN'S BEST-EQPD & TRAINED ARMED FORCES. THERE ARE 55,000 MEN UNDER ARMS AND 150,000 RESERVISTS. THE ENTIRE SUBJ. OF DEFENCE SALES IS EXTREMELY
3. 001 AGRI & FOOD PRODUCTS & SERVICE  
REASONS: ALTHOUGH BULK FOOD PRODS (GRAINS&OIL SEEDS) ACCOUNT FOR A HIGH % OF TOTAL CDN EXPORTS TO SPORE, NON-BULK ITEMS PRESENT A SIGNIFICANT OPP. FOR GROWTH AS A RESULT OF A GROWING WESTERNISED MIDDLE CLASS AND THE
4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.  
REASONS: WITH 44 SCHEDULE INTL FLIGHT CARRIERS & 34,146 FLIGHT ARRIVALS IN 86, SPORE IS THE RECOGNISED REG'L AIRCRAFT SRVCE CENTRE. OPPS ARE GOOD FOR INCREASED EXPORTS OF AIRCRAFT ENGINES & PARTS, OF AVIONICS AND
5. 011 OIL & GAS EQUIPMENT, SERVICES  
REASONS: DESPITE THE DEPRESSED STATE OF OIL/GAS IND. REG'LY & WORLDWIDE, SPORE CONTINUES TO BE A GOOD MKT FOR HIGH-TECH PRODS & SRVCS, DESTINED FOR RE-EXPORT. THE REFINERY SECTOR IS OPERATING AT NEAR CAPACITY, AND THE
6. 013 CONSUMER PRODUCTS  
REASONS: SPOREANS ARE INCREASINGLY FITNESS-CONSCIOUS, & THE MKT FOR SPORTING GDS -PARTICULARLY GYM & ATHLETIC EQPT - IS VERY GOOD. THE POTEN'L FOR AN INCREASE IN EXPORTS OF BOTH DOM. & OFFICE FURN. ITEMS IS EXCELLENT.

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

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 006 ELECTRONICS EQUIP. & SERV
4. 005 COMM. & INFORM. EQP. & SERV

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 012 HORTICULTURE (FRUIT, VEG, FLOR)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	650.00M	\$ 627.70M	\$ 601.80M	\$ 599.00M
Canadian Exports \$	5.20M	\$ 3.80M	\$ 1.80M	\$ 1.70M
Canadian Share of Import Market	0.80%	0.60%	0.30%	0.28%

## Major Competing Countries

## Market Share

i) 344 MALAYSIA	022 %
ii) 192 PEOPLE'S REP OF CHINA	016 %
iii) 011 AUSTRALIA	012 %
iv) 434 TAIWAN	009 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) APPLES	\$ 38.90 M
ii) FROZEN VEGETABLES	\$ 7.90 M
iii) FRESH VEGETABLES	\$ 91.00 M
iv) PEARS	\$ 18.40 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
  1. SOME QUALITY CONTROL PROBLEMS (E.G. APPLES).
  2. INCONSISTENT MARKET FOLLOW-UP.

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Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO DEVELOP CLOSER CONTACTS WITH MAJOR IMPORTERS.

Results Expected: AN IMPROVEMENT IN THE IMAGE OF CANADIAN PRODUCTS IN THE MARKET.

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

Activity: PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS HIGHLIGHTING CANADIAN PRODUCTS.

Results Expected: STIMULATE IMPROVEMENT OF CANADIAN MARKET SHARE IN FY 1988/89 FOR FRESH APPLES AND FROZEN VEGETABLES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 013 SEEDS &amp; SPECIAL CROPS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size (import) \$	110.00M	\$ 106.00M	\$ 76.00M	\$ 80.70M
Canadian Exports \$	20.00M	\$ 17.00M	\$ 12.00M	\$ 8.90M
Canadian Share of Import Market	18.00%	16.00%	15.80%	11.00%

## Major Competing Countries

## Market Share

- |                              |       |
|------------------------------|-------|
| i) 192 PEOPLE'S REP OF CHINA | 040 % |
| ii) 344 MALAYSIA             | 015 % |

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

Current status of Canadian exports: Well established and growing

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) SOYBEANS	\$ 17.00 M
ii) YELLOW SPLIT PEAS	\$ 10.00 M
iii) WHITE PEA BEANS	\$ 7.00 M
iv) SUNFLOWER SEEDS	\$ 3.00 M
v) RAPESEED	\$ 3.00 M
vi) MUSTARD SEED	\$ 2.50 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:
  1. SOME QUALITY CONTROL PROBLEMS.
  2. LACK OF ADHERENCE TO PROMISE DELIVERY SCHEDULES LEADS TO IMPORTERS' COMPLAINTS.

## Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO DEVELOP A CLOSER RAPPORT WITH MAJOR IMPORTERS AS WELL AS CHINA/SINGAPORE TRADING HOUSES.

Results Expected: IMPROVE ACCESS FOR CANADIAN PRODUCTS TO LOCAL MARKET AND ALSO GAIN ACCESS TO THE CHINESE AND INDIAN MARKETS.

Activity: ENHANCE IMAGE OF RELIABILITY OF CANADIAN PRODUCTS THROUGH FOLLOW-UPS WITH PARTIES INVOLVED IN EXISTING CONTRACTS WHERE PRODUCT QUALITY AND DELIVERY TIMES ARE A PROBLEM.

Results Expected: AN IMPROVEMENT IN THE IMAGE OF CANADIAN PRODUCTS.

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

Activity: PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS.

Results Expected: STIMULATE AN IMPROVEMENT OF CANADIAN MARKET SHARE FOR SOYBEANS, RAPESEED AND MUSTARD SEED

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	325.00M	\$ 300.00M	\$ 380.00M	\$ 405.00M
Canadian Exports \$	2.30M	\$ 2.40M	\$ 3.00M	\$ 4.00M
Canadian Share of Import Market	0.70%	0.80%	0.80%	1.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA

090 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

5-15 \$M

Current status of Canadian exports:

Mature with little growth

Products/services for which there are good market prospects

Current Total Imports

- i) REFINERY PROCESS AND CONTROL EQUIPMENT.
- ii) CONSULTING SERVICES.
- iii) CONSUMABLE ITEMS.

In Canadian \$  
\$ 50.00 M  
\$ 5.00 M  
\$ 200.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO IDENTIFY JOINT-VENTURE PARTNERS OR LICEN-  
CEES WITH THE POTENTIAL TO UTILISE CANADIAN ENGINEERING DESIGN EX-  
PERTISE.

Results Expected: AN INCREASE IN MARKET PENETRATION FOR CANADI-  
AN DESIGNED EQUIPMENT.

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

Activity: ENCOURAGE RELEVANT CONTACTS TO VISIT MAJOR CANADIAN OIL  
AND GAS EXHIBITIONS.

Results Expected: AN INCREASED IN THE NUMBER OF CANADIAN COMPA-  
NIES REPRESENTED IN SINGAPORE.

Activity: MEET WITH LOCAL COMPANIES ACTIVELY PURSUING MAJOR PROJECTS  
IN ASIA AND ENSURE THAT THEY ARE OF CANADIAN EXPERTISE.

Results Expected: AN INCREASED IN ASIAN MARKET PENETRATION IN  
CONJUNCTION WITH SINGAPORE COMPANIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 021 FISH &amp; SHELLFISH &amp; OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	220.00M	\$ 210.00M	\$ 141.00M	\$ 115.00M
Canadian Exports \$	6.00M	\$ 6.00M	\$ 5.00M	\$ 0.20M
Canadian Share of Import Market	3.00%	2.80%	2.80%	0.15%

## Major Competing Countries

## Market Share

i) 434 TAIWAN	050 %
ii) 520 THAILAND	010 %
iii) 344 MALAYSIA	011 %
iv) 265 JAPAN	005 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) TUNA	\$ 15.00 M
ii) DRIED SQUID	\$ 9.00 M
iii) CLAMS	\$ 5.00 M
iv) LOBSTER	\$ 3.00 M
v) SMOKE FROZEN SALMON	\$ 2.60 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been

## Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO FOLLOW-UP ON OPPORTUNITIES REVEALED BY MARKET STUDY COMPLETED IN 1987 BY EXT00T/TAF

Results Expected: NOTIFY POTENTIAL CANADIAN SUPPLIERS AND INCREASE AWARENESS IN CANADA OF MARKET POTENTIAL IN SINGAPORE.

Activity: TO FOLLOW-UP ON CONTRACTS MADE AND PRODUCTS PRESENTED DURING RECENT FOOD 87 EXHIBITION IN HONG KONG.

Results Expected: INCREASING CANADIAN MARKET SHARE BY ADVISING LOCAL DISTRIBUTORS OF CANADIAN PRODUCTS.

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

Activity: PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS HIGHLIGHTING CANADIAN PRODUCTS.

Results Expected: STIMULATE IMPROVEMENT OF 100% IN FY 87/88 OF CANADIAN SHARE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 003 GRAINS AND OILSEEDS

Subsector: 032 OILSEEDS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	120.00M	\$ 105.50M	\$ 74.00M	\$ 81.00M
Canadian Exports \$	19.00M	\$ 17.30M	\$ 12.60M	\$ 8.90M
Canadian Share of Import Market	16.00%	16.00%	17.00%	11.00%

## Major Competing Countries

## Market Share

i) 192 PEOPLE'S REP OF CHINA	040 %
ii) 214 INDONESIA	020 %
iii) 344 MALAYSIA	016 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) SOYABEAN OIL	\$ 20.00 M
ii) CORN OIL	\$ 1.40 M
iii) SUNFLOWER SEED OIL	\$ 1.00 M
iv) CANOLA	\$ 1.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
INCONSISTENT FOLLOW-UP OF SALES OPPORTUNITIES.

## Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PRESENTATION OF CANADIAN PRODUCTS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS.

Results Expected: TO INCREASE CANADIAN MARKET SHARE BY GAINING ACCESS TO THE CHINA MARKET FOR CANOLA.

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

Activity: CARRY OUT A COMPREHENSIVE MARKET SURVEY.

Results Expected: TO PRODUCE A MARKET REPORT IN FY1988/89

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 041 AEROSPACE &amp; MARINE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1000.00M	\$ 909.70M	\$ 1701.90M	\$ 1799.10M
Canadian Exports \$	40.00M	\$ 33.10M	\$ 6.80M	\$ 9.00M
Canadian Share of Import Market	4.00%	3.60%	0.40%	0.50%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	044 %
ii) 507 SWEDEN	013 %
iii) 112 FRANCE	005 %
iv) 051 UNITED KINGDOM	004 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$

i) AIRCRAFT ENGINES AND PARTS.	\$ 257.80 M
ii) AIRCRAFT ASSEMBLIES EQUIPMENT.	\$ 401.50 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

## Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: UPDATE MARKET SURVEY FOR MILITARY AEROSPACE SECTOR.

Results Expected: TO IDENTIFY MARKET OPPORTUNITIES AND NOTIFY POTENTIAL CANADIAN SUPPLIERS.

Activity: CONTINUE TO DEVELOPE CLOSER CONTACTS WITH PROCUREMENT AND TECHNICAL STAFF IN THE INDUSTRY.

Results Expected: AN INCREASE IN CANADIAN EXPORTS OF MILITARY AEROSPACE EQUIPMENT.

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

Activity: FOLLOW UP ON OPPORTUNITIES REVEALED DURING INCOMING DEFENCE MISSION.

Results Expected: AN INCREASE IN CANADIAN EXPORTS OF MILITARY AEROSPACE EQUIPMENT.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 042 ARMAMENTS &amp; VEHICLES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	130.00M	\$ 110.00M	\$ 164.00M	\$ 87.40M
Canadian Exports \$	7.80M	\$ 4.60M	\$ 26.10M	\$ 4.20M
Canadian Share of Import Market	6.00%	4.20%	15.90%	4.80%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	031 %
ii) 051 UNITED KINGDOM	018 %
iii) 112 FRANCE	016 %
iv) 128 GERMANY WEST	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

i) MILITARY WEAPONS.	\$ 84.20 M
ii) VEHICLES.	\$ 71.80 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: CLOSELY  
Approximate Value: \$ M  
Financing Source:  
For further info. please contact:

## Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO DEVELOP CLOSER CONTACTS WITH PROCUREMENT AND TECHNICAL STAFF IN THE DEFENCE MINISTRY.

Results Expected: ENSURE THAT LOCAL OFFICIALS ARE AWARE OF CANADIAN CAPABILITIES IN THIS FIELD.

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

Activity: CLOSELY MONITOR MARKET OPPORTUNITIES AS THEY DEVELOP.

Results Expected: ENSURE THAT POTENTIAL SUPPLIERS HAVE SUFFICIENT NOTICE OF UPCOMING OPPORTUNITIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1200.00M	\$ 1000.00M	\$ 841.00M	\$ 647.00M
Canadian Exports \$	20.00M	\$ 10.00M	\$ 9.10M	\$ 9.90M
Canadian Share of Import Market	1.60%	1.00%	1.10%	1.50%

## Major Competing Countries

## Market Share

i) 265 JAPAN	053 %
ii) 344 MALAYSIA	015 %
iii) 577 UNITED STATES OF AMERICA	010 %
iv) 434 TAIWAN	009 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) TELEPHONE SWITCHBOARDS & EXCHANGES.	\$ 45.80 M
ii) TRANSMITTERS & TRANSMITTER-RECEIVERS.	\$ 43.00 M
iii) TELEPHONE SETS.	\$ 23.80 M
iv) RADIO & RADAR EQUIPMENT.	\$ 16.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: TELECOMS FIBER OPTICS PROJECT  
Approximate Value: \$ 52.2 M  
Financing Source: 013 NFR  
For further info. please contact:  
O. VON FINCKENSTEIN. COMM. COUNS.

ii) Project Name: UPGRADING BY TELECOMS TO DIGITAL SWITCHING EXCHANGES.  
Approximate Value: \$ 64.4 M  
Financing Source: 013 NFR

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Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: UPGRADING OF CUSTOMER SERVICES EQUIPMENT  
BY TELECOMS.

Approximate Value: \$ 33.7 M  
Financing Source: 013 NFR  
For further info. please contact:  
O. VON FINCKENSTEIN. COMM. COUNS.

iv) Project Name: IMPLEMENTATION BY TELECOMS OF  
NEW TRANSMISSION SERVICES

Approximate Value: \$ 24.5 M  
Financing Source: 013 NFR  
For further info. please contact:  
O. VON FINCKENSTEIN. COMM. COUN.

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE LIAISON WITH SINGAPORE TELECOMS OFFICIALS ON THE IMPLEMENTATION OF AN ISLAND WIDE DIGITAL COMMUNICATION NETWORK PROJECT.

Results Expected: ENSURE THAT AT LEAST ONE CANADIAN COMPANY PA-

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Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP WITH SINGAPORE TELECOMS OFFICIALS ON THEIR PLANNED INFORMATION NETWORKING SYSTEMS.

Results Expected: ENSURE THAT CAPABLE CANADIAN COMPANIES ARE AWARE OF THIS OPPORTUNITY AND WELL PLACED TO TAKE ADVANTAGE OF IT.

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

Activity: HOLD PRODUCT SEMINARS FOR POTENTIAL CUSTOMER AND REPRESENTATIVES.

Results Expected: INCREASED SALES OF TELECOMMUNICATION PRODUCTS AND SYSTEMS.

Activity: GATHER MARKET INTELLIGENCE FROM SINGAPORE TELECOMS OFFICIALS IN A TIMELY MANNER.

Results Expected: CANADIAN COMPANIES WILL BECOME AWARE OF UPCOMING TENDERS AND PROJECTS, AND HAVE SUFFICIENT TIME TO PREPARE PROJECT PROPOSALS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 054 COMPUTERS, SOFTWARE &amp; SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	880.00M	\$ 607.00M	\$ 419.00M	\$ 361.00M
Canadian Exports \$	7.04M	\$ 3.03M	\$ 2.09M	\$ 0.00M
Canadian Share of Import Market	0.80%	0.60%	0.50%	0.00%

## Major Competing Countries

Market Share

- |                                 |       |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 035 % |
| ii) 051 UNITED KINGDOM          | 020 % |
| iii) 011 AUSTRALIA              | 015 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M.

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

- |                         |             |
|-------------------------|-------------|
| i) MICROS SOFTWARE      | \$ 10.00 M  |
| ii) MINI SOFTWARE       | \$ 76.00 M  |
| iii) MAINFRAME SOFTWARE | \$ 100.00 M |

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: TRADE DEVELOPMENT BOARD NETWORKING SYST.

Approximate Value: \$ 5 M

Financing Source: 013 NFR

For further info. please contact:

O. VON FINCKENSTEIN, COMM. COUNS.

- ii) Project Name: INTEGRATED BILLING SYSTEMS

Approximate Value: \$ 10 M

Financing Source: 013 NFR

For further info. please contact:

O. VON FINCKENSTEIN, COMM. COUNS.

## Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

## iii) Project Name: OFFICE AUTOMATION SYSTEMS.

Approximate Value: \$ 10 M

Financing Source: 013 NFR

For further info. please contact:

O. VON FINCKENSTEIN, COMM. COUNS.

## iv) Project Name: MEDINET SYSTEM

Approximate Value: \$ 5 M

Financing Source: 013 NFR

For further info. please contact:

O. VON FINCKENSTEIN COMM. COUNS.

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO WORK ON THE TELECOMS NETWORKING AND TRADERS SYSTEMS REQUIREMENTS.

Results Expected: INCREASE CANADIAN COMPANIES' OPPORTUNITIESS TO BID ON THE PROJECT.

**Export and Investment Promotion Planning System****MISSION: 512 SINGAPORE****COUNTRY: 467 SINGAPORE**

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

**Activity: CONTINUE TO IDENTIFY AND LIAISE WITH LOCAL COMPUTER SOFTWARE AND SYSTEM COMPANIES.**

**Results Expected: INCREASE THE MARKET SHARE OF CANADIAN COMPUTER SOFTWARE CAPABILITIES.**

**Activity: CONTINUE TO DEVELOP CONTACTS WITH NATIONAL COMPUTER BOARD OFFICIALS.**

**Results Expected: AN INCREASE IN THE LEVEL OF AWARENESS OF CANADIAN COMPUTER SOFTWARE CAPABILITIES.**

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

**Activity: WORK WITH SINGAPORE TELECOMS REGARDING THEIR INTEGRATED BILLING SYSTEM REQUIREMENTS.**

**Results Expected: ENSURE THE PARTICIPATION IN THIS PROJECT BY AT LEAST ONE CANADIAN COMPANY.**

**Activity: PRODUCTS PRESENTATIONS TO LOCAL BUYERS, AGENTS, DISTRIBUTORS INSTITUTIONS, ETC.**

**Results Expected: INCREASE CANADIAN SUPPLIERS VISITS AND INCREASE SALES.**

**Activity: ENCOURAGE LOCAL SOFTWARE COMPANIES AND INSTITUTIONS TO VISIT CANADA.**

**Results Expected: INCREASE CANADIAN MARKET SHARE FOR COMPUTER SOFTWARE AND SYSTEMS.**

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	800.00M	\$ 738.00M	\$ 828.00M	\$ 1178.00M
Canadian Exports \$	1.70M	\$ 1.60M	\$ 1.10M	\$ 1.10M
Canadian Share of Import Market	0.20%	0.20%	0.10%	0.10%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	069 %
ii) 112 FRANCE	023 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) AIRCRAFT ENGINES AND PARTS.	\$ 414.50 M
ii) AIRCRAFT ASSEMBLIES EQUIPMENT	\$ 323.20 M
iii) FLIGHT SIMULATORS	\$ 0.60 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector(sub-sector)  
have enjoyed success previously as a result of a variety of  
factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions

- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP ON MARKET OPPORTUNITIES ARISING OUT OF INCOMING SINGAPORE AVIATION MISSION (NOV. 86) AND ASIAN AEROSPACE EXHIBITION (JAN. 88).

Results Expected: AN INCREASE IN CANADIAN MARKET PENETRATION, AND AN INCREASED AWARENESS IN CANADA OF LOCAL MARKET OPPORTUNITIES.

Activity: CONTINUE TO DEVELOP CONTACTS AND LIAISE WITH PROCUREMENT AND TECHNICAL STAFF IN THE AEROSPACE INDUSTRY.

Results Expected: STIMULATE IMPROVEMENT IN CANADIAN MARKET SHARE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	450.00M	\$ 441.00M	\$ 312.00M	\$ 274.00M
Canadian Exports \$	31.50M	\$ 30.00M	\$ 28.00M	\$ 18.00M
Canadian Share of Import Market	7.00%	6.80%	9.00%	6.60%

## Major Competing Countries

## Market Share

i) 265 JAPAN	018 %
ii) 507 SWEDEN	017 %
iii) 577 UNITED STATES OF AMERICA	014 %
iv) 504 FINLAND	005 %
v) 011 AUSTRALIA	003 %
vi) 051 UNITED KINGDOM	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PRINTING/WRITING PAPER	\$ 129.30 M
ii) LINER BOARD	\$ 84.60 M
iii) KRAFT PAPER	\$ 79.50 M
iv) PAPER & PAPERBOARD	\$ 71.70 M
v) NEWSPRINT	\$ 65.60 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

## Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

INCONSISTENT MARKET FOLLOW-UP OF SOME LEADS BY CANADIAN FIRMS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- support provided by the PEMD program
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP ON MARKET SURVEY ON PULP AND PAPER PRODUCTS CONDUCTED 1986 BY DRIEOTT/IRPI

Results Expected: IDENTIFY POTENTIAL MARKETS AND ENCOURAGE AN INCREASE IN CANADIAN SUPPLIER VISITS.

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

Activity: PRESENTATION TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS OF CANADIAN PRODUCTS.

Results Expected: STIMULATE IMPROVEMENT IN FY 1987/88 OF CANADIAN MARKET SHARE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	325.00M	\$ 300.00M	\$ 380.00M	\$ 405.00M
Canadian Exports \$	2.30M	\$ 2.40M	\$ 3.00M	\$ 4.00M
Canadian Share of Import Market	0.70%	0.80%	0.80%	1.00%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	090 %

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

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) REFINERY PROCESS AND CONTROL EQUIPMENT.	\$ 50.00 M
ii) CONSULTING SERVICES.	\$ 5.00 M
iii) CONSUMABLE ITEMS.	\$ 200.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).  
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:  
- non competitive pricing  
- non-tariff protectionist measures which are difficult to overcome

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:  
- aggressive marketing on the part of Canadian Exporters  
- participation in trade fairs  
- participation in trade missions  
- use of Canadian Government export promotion activities

- use of provincial governments export promotion activities
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO IDENTIFY JOINT-VENTURE PARTNERS OR LICENCEES WITH THE POTENTIAL TO UTILISE CANADIAN ENGINEERING DESIGN EXPERTISE.

Results Expected: AN INCREASE IN MARKET PENETRATION FOR CANADIAN DESIGNED EQUIPMENT.

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

Activity: ENCOURAGE RELEVANT CONTACTS TO VISIT MAJOR CANADIAN OIL AND GAS EXHIBITIONS.

Results Expected: AN INCREASE IN THE NUMBER OF CANADIAN COMPANIES REPRESENTED IN SINGAPORE.

Activity: MEET WITH LOCAL COMPANIES ACTIVELY PURSUING MAJOR PROJECTS IN ASIA AND ENSURE THAT THEY ARE AWARE OF CANADIAN EXPERTISE.

Results Expected: AN INCREASE IN ASIAN MARKET PENETRATION IN CONJUNCTION WITH SINGAPORE COMPANIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 013 CONSUMER PRODUCTS

Subsector: 134 LEISURE PROD. TOOLS HARDWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 294.00M	\$ 417.00M	\$ 394.00M
Canadian Exports \$	1.00M	\$ 0.80M	\$ 3.00M	\$ 2.00M
Canadian Share of Import Market	0.30%	0.30%	0.70%	0.50%

## Major Competing Countries

## Market Share

i) 265 JAPAN	027 %
ii) 434 TAIWAN	025 %
iii) 189 HONG KONG	016 %
iv) 577 UNITED STATES OF AMERICA	011 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) GYMNASIUM EQUIPMENT.	\$ 6.60 M
ii) OTHER INDOOR GAMES	\$ 30.30 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

INCONSISTENT MARKET FOLLOW-UP SALES OPPORTUNITIES BY SOME CANADIAN COMPANIES

## Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO DEVELOP A CLOSE RAPPORT WITH IMPORTERS AND END USERS.

Results Expected: IDENTIFY POTENTIAL MARKETS AND ENCOURAGE AN INCREASE IN CANADIAN SUPPLIER VISITS.

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

Activity: IDENTIFY AND LIAISE WITH NEWLY ESTABLISHED POTENTIAL IMPORTERS OF CANADIAN HEALTH AND FITNESS EQUIPMENT.

Results Expected: ENSURE THAT LOCAL FIRMS ARE AWARE OF CANADIAN EXPERTISE AND INCREASE CANADIAN MARKET SHARE.

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 512 SINGAPORE

Country: 467 SINGAPORE

## Highlights of Investment Environment

Estimated Value Of Equity Investment  
In Canada From This Post Territory:

\$ 10 000.00 M

Estimated Value Of Annual Direct Equity  
Investments To All Destinations From  
This Post Territory:

\$ 300.00 M

Country Destinations Of Direct  
Equity Investment From Post  
TerritoryEstm. Value  
\$ CDN% Of Annual Direct Equity  
Investment Outflows By  
Category Of Investors

1. 577 UNITED STATES OF AMERICA	\$ 2 500.00 M	1. Corporations : 10.00 %
2. 265 JAPAN	\$ 1 500.00 M	2. Institutional : 80.00 %
3. 609 EUROPEAN COMMON MARKET C	\$ 1 500.00 M	3. Entrepreneurs : 10.00 %
4.	\$ M	4. Immigrant Entr.: 0.00 %

The Mission Has Reported Factors That Tend To Change  
Outward Flows Of Investment From The Post Territory Including:

- Corporate Expansion To Seek New Markets
- Corporate Expansion To Serve Better Existing Markets
- Large Capital Pools Seeking Investment Outlets Abroad (e.g. Oil States)

The Mission Reports That Investors From The Post Territory Who Invest Abroad  
In Manufacturing Tend To Invest In The Following Sector(s) Subsector(s)

## -SECTOR(S)-

## -SUBSECTOR(S)-

1. 005 COMM. & INFORM. EQP. & SERV	999 ALL SUB-SECTORS
2. 006 ELECTRONICS EQUIP. & SERV	999 ALL SUB-SECTORS

## Equity Propensity Of Key Sources Of Investment From This Territory

Corporations : Partial Ownership Of Existing Corporate Facilities With Direct  
Involvement In Day-to-Day Operations

Institutional :

Entrepreneurs : Partial Ownership Of Existing Corporate Facilities With Direct  
Involvement In Day-to-Day Operations

Immigrant Entr.: 100% Ownership Of Existing Corporate Facility

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 512 SINGAPORE

Country: 467 SINGAPORE

Sector Preferences By Type Of Key Investors

Corporations : Manufacturing Industries
Institutional : Portfolio Investment
Entrepreneurs : Real-Estate
Immigrant Entr.: Real-Estate

Investment Promotion Priority Sectors Sub-Sectors
Program Plans And Acticipated Results.

Sector : 001 AGRI & FOOD PRODUCTS & SERVICE
Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Reason(s):

SEVERAL OF SINGAPORE'S PROCESSED FOOD & BEVERAGE COMPANIES ARE READY TO INVEST OVERSEAS, LARGELY IN ORDER TO TAP THE "ETHNIC FOOD" MARKET.

Program Plans:

CONTACT THE MAJOR FOOD AND BEVERAGE PROCESSORS IN SINGAPORE AND ADVISE THEM OF THE POTENTIAL IN CANADA.

Anticipated Results: IDENTIFY NEW PROSPECTS FOR INVESTMENT AND CREATE AN AWARENESS OF THE SCALE OF THE ETHNIC FOOD MARKET IN CANADA.

Sector : 005 COMM. & INFORM. EQP. & SERV
Subsector: 999 ALL SUB-SECTORS

Reason(s):

THIS IS A HIGH GROWTH SECTOR IN SPORE & OVERSEAS INNOVA'NS & TECH. ARE IN CONSTANT DEMAND. INVSTMT INFOREIGN FIRMS IS BECOMING INCREASINGLY IMPORTANT AS A MEANS OF PARTICIPATING IN THE DEV. OF WORLD CLASS

Program Plans:

THIS DYNAMIC SECTOR IS GROWING RAPIDLY AND INDUSTRY CONTACTS WILL BE REGULAR AND FREQUENT IN ORDER TO KEEP ON TOP OF DEVELOPMENTS AND IDENTIFY OPPORTUNITIES AS THEY ARISE.

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 512 SINGAPORE

Country: 467 SINGAPORE

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.

Sector : 005 COMM. & INFORM. EQP. & SERV

Subsector: 999 ALL SUB-SECTORS

Anticipated Results: COMPANIES WILL BE ADVISED OF CANADIAN IN-  
NOVATIONS AND GROWTH POTENTIAL, AND  
EXECUTIVES ENCOURAGED TO INCLUDE CANADA  
IN THEIR TRAVEL ITINERARIES.

Sector : 017 SERVICE INDUSTRIES

Subsector: 999 ALL SUB-SECTORS

Reason(s):

BECAUSE THE SPOREAN DOMESTIC MKT IS BY ITS NATURE SMALL, LARGE SPOREAN  
COMPANIES ARE CONSTANTLY ON THE LOOKOUT FOR POTENTIAL INVESTMENTS  
OVERSEAS IN ORDER TO ENSURE CONTINUING GROWTH.

Program Plans:

CONTINUE TO IDENTIFY AND LIAISE WITH COMPANIES WHICH HAVE THE POTEN-  
TIAL AND INTEREST IN INVESTING IN CANADA.

Anticipated Results: IDENTIFY NEW PROSPECTS FOR THE INVESTMENT  
COUNSELLORS MISSION PROPOSED FOR SEPTEMBER  
1988.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 512 SINGAPORE		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
CANADA FOOD WEEK	SINGAPORE	1189
CANADA FOOD WEEK	SINGAPORE	1190
FOOD HOTEL ASIA	SINGAPORE	0590
024 MISSION INCOMING		
FOOD PROCESSING EQUIPMENT		0789
FOOD PACIFIC 90		0990
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
024 MISSION INCOMING		
FISH BUYERS MISSION		0589
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING		
DEFENCE PRODUCTS MISSION	SINGAPORE	0191
024 MISSION INCOMING		
DEFENCE PRODUCTS MISSION		0889
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS		
INFORMATICS 89	SINGAPORE	1289
INFORMATICS 90	SINGAPORE	1290
COMMUNICASIA	SINGAPORE	0690
024 MISSION INCOMING		
SOFTWARE BUYERS MISSION		0290
TELECOMMUNICATIONS PRODUCT/SERVICES MISSION		1090
SOFTWARE BUYERS MISSION		0291
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
024 MISSION INCOMING		
POWER GENERATION AND CONTROL MISSION		0689
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS		
ASIAN AEROSPACE	SINGAPORE	0190
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS		
OFFSHORE SOUTH EAST ASIA	SINGAPORE	0190

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 512 SINGAPORE		
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS		
MEDIC ASIA 89	SINGAPORE	1189
MEDIC ASIA 90	SINGAPORE	1190
024 MISSION INCOMING		
TRAINING AND EDUCATIONAL BUYERS MISSION		0690
Sector: 017 SERVICE INDUSTRIES		
024 MISSION INCOMING		
INVESTMENT COUNSELLORS MISSION		1089
INVESTMENT COUNSELLORS MISSION		1090
Sector: 999 MULTIPLE SECTORS		
010 FAIRS		
HITEC		0390

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 519 SEOUL

Country: 268 KOREA

KOREAN ECONOMIC GROWTH CONTINUES APACE DESPITE LABOUR UNREST & SOCIAL CHANGES. THE GNP CURRENTLY VALUED AT CDN\$123 BIL. GREW AT AN ANNUAL RATE OF 15% IN THE FIRST HALF OF 87. A DECREASE IN THAT RATE IS EXPECTED DURING THE SECOND HALF OF THE YEAR BUT TOTAL GROWTH FOR 87 IS STILL FORECAST AS 11% TO REACH A PER CAPITA LEVEL OF US\$2700. A GROWING OVERALL TRADE SURPLUS HAS ENABLED KOREA TO PAY DOWN ITS FOREIGN DEBT & HAS ENCOURAGED A 6% INCREASE IN THE VALUE OF LOCAL CURRENCY (WON) AGAINST THE DOLLAR THIS YR. AS KOREA TRANSFORMS ITSELF FROM A DEVELOPING COUNTRY TO A MODERN ECONOMY THE LABOUR FORCE HAS DEMANDED A GREATER SHARE OF PROSPERITY. THUS A SERIES OF STRIKES RIPPLED THROUGH THE ECONOMY IN 87. MOST OF THE STRIKES WERE SETTLED QUICKLY WITH AVERAGE 10-15% WAGE INCREASES FORCE UP PRODUCTION COSTS SOME RESTRUCTURING OF KOREAN INDUSTRY WILL BE NECESSARY. THUS IN THE MEDIUM TERM LOW COST LABOUR-INTENSIVE PLANTS WILL GIVE WAY TO MORE CAPITAL-INTENSIVE FACILITIES & KOREAN PRODUCTS WILL NEED TO MOVE "UPSCALE". THE KOREAN ECONOMY CONTINUES TO BE EXPORT DRIVEN ALTHOUGH THE DOMESTIC MARKET IS GROWING RAPIDLY. MAJOR INVESTMENT IN BASIC INDUSTRIES SUCH AS STEEL & PETROCHEMICALS IS INTENDED PRIMARILY TO SUPPLY GROWING DOMESTIC DEMAND. HOWEVER THE BASIC STRUCTURE OF THE KOREAN IMPORT MARKET REMAINS THE NEED TO OBTAIN RESOURCE BASED PRODUCTS ON ONE HAND & SOPHISTICATED EQUIP. ON THE OTHER & THIS WILL DETERMINE OPPORTUNITIES FOR CDA OVER THE NEXT YR. KOREA HAS ESTABLISHED THE "IMPORT DIVERSIFICATION PROGRAM" DESIGNED TO REDUCE THE TRADE DEFICIT WITH JAPAN BY ENCOURAGING SOURCING FROM COUNTRIES WITH WHICH KOREA HAS A TRADE SURPLUS-INCLUDING CDA. THIS POLICY HAS INCREASED RECEPTIVITY TO NEW SUPPLIERS ALTHOUGH PROCUREMENT DECISIONS WILL CONTINUE TO BE MADE ON A PRICE/QUALITY BASIS. IN ADDITION KOREA HAS PRODUCED LEGISLATION TO PROVIDE COPYRIGHT & PATENT PROTECTION. THESE TWO DEVELOPMENTS SHOULD ENCOURAGE CDN FIRMS TO PURSUE JOINT VENTURES LICENSING & OTHER FORMS OF COOPERATION. KOREA WILL CONTINUE TO BE A MAJOR TRADING PARTNER FOR CDA. IN MID-87 CDN EXPORTS TO KOREA WERE RUNNING AT AN ANNUAL RATE OF \$1.01 BIL. A SLIGHT INCREASE FROM THE \$967M IN 86 MAKING IT OUR 9TH LARGEST EXPORT MKT. MAJOR ITEMS ARE RESOURCE PRODUCTS SUCH AS COAL POTASH & FEED WHEAT. ACTIVITIES SUCH AS "CDA WEEK" IN MAR 88 ARE DESIGNED TO MAKE KOREANS AWARE OF TECHNOLOGY & MANUFACTURED PRODUCTS FROM CDA. THE CDN TRADE DEFICIT WITH KOREA HAS STABILIZED AT APPROX. \$740M. THE MAJOR OBJECTIVE IN THE EMB. PROGRAM WILL CAPITALIZE ON THE KOREAN AWARENESS OF THIS DEFICIT (CDA REPRESENTS THEIR 4TH LARGEST EXPORT MKT) BY ENCOURAGING FURTHER OPENNESS IN THEIR MKT DEVELOPING GREATER AWARENESS OF CDN MANUFACTURED PROJECT CAPABILITIES & MAINTAINING OUR LEADING ROLE AS A SUPPLIER OF RESOURCE PRODUCTS. THE AUTOMOTIVE AEROSPACE ELECTRONIC/COMM. DEFENSE FORESTRY AG. & MINERAL SECTORS ARE THE PRIORITIES. FINALLY POTENTIAL

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

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

## 1. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: A LARGE & GROWING SECTOR; CDN PRODUCTS ARE COMPETITIVE BUT NOT WELL KNOWN; KOREA IS DIVERSIFYING SOURCING AWAY FROM JAPAN; PATENT & COPY-RIGHT PROTECTION HAS BEEN INTRODUCED.

## 2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: A HUGE & GROWING MARKET (\$1 BIL. ); ROK IS ALREADY FAMILIAR WITH USA EQUIPMENT; ROK WISHES TO ESTABLISH CONTRACTS WITH CDA.

## 3. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: ROK HAS A LIMITED FOREST RESOURCE & MUST CONTINUE TO IMPORT WOOD PRODUCTS; CDA IS WELL ESTABLISHED SUPPLIER FOR CERTAIN PRODUCTS (EG PULP) MKT FOR ESTABLISHED PRODUCTS & MANUFACTURED WOOD PRODUCTS MUST GROW.

## 4. 003 GRAINS AND OILSEEDS

REASONS: LOCAL GOV'T RESISTANCE TO CDN SPECS & BUILDING METHODS IS REDUCING; DOMESTIC PRODUCTION OF GRAINS IS MINIMAL; LARGE IMPORT MKT FOR FEED & FOOD GRAINS; PRESSURE ON ROK TO REDUCE IMPORT BARRIERS IS STEAD. GWG.

## 5. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: MARKET IS GROWING-PARTICULARLY FOR AEROSPACE PRODUCTS; IT IS IMPORTANT TO ESTABLISH LOCAL RELATIONSHIP NOW RATHER THAN BREAK INTO MORE STRUCTURED MARKET LATER.

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

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 012 PETROCHEM & CHEM PROD, EQP, SERV
3. 003 GRAINS AND OILSEEDS
4. 009 FOREST PRODUCTS, EQUIP, SERVICES
5. 005 COMM. & INFORM. EQP. & SERV

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 011 ANIMAL, POULTRY BREEDING STOCK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	9.00M	\$ 8.00M	\$ 9.00M	\$ 13.00M
Canadian Exports \$	0.50M	\$ 0.50M	\$ 0.40M	\$ 2.00M
Canadian Share of Import Market	5.50%	6.20%	4.40%	12.30%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	045 %
ii) 011 AUSTRALIA	011 %
iii) 051 UNITED KINGDOM	001 %
iv) 093 DENMARK	001 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

Current status of Canadian exports: Market share declining

Products/services for which there are  
good market prospects

Current Total Imports

	In Canadian \$
i) SWINE BREEDING STOCK	\$ 2.00 M
ii) HOLSTEIN SEMEN	\$ 0.60 M
iii) HOLSTEIN BULLS	\$ 0.30 M
iv) CHICKEN BREEDING STOCK	\$ 2.00 M
v) RACING HORSES	\$ 2.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

KOREA WAS THE SECOND LARGEST CATTLE MARKET FOR CANADA UNTIL 1983  
BUT, WITH THE EXCEPTION OF A LIMITED NUMBER OF HOLSTEIN BULLS,  
THE MARKET HAS BEEN CLOSED SINCE 1984 DUE TO DEPRESSED DOMESTIC  
CATTLE PRICES

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 021 FISH &amp; SHELLFISH &amp; OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	185.00M	\$ 170.00M	\$ 140.00M	\$ 101.00M
Canadian Exports \$	7.00M	\$ 60.00M	\$ 5.00M	\$ 1.50M
Canadian Share of Import Market	3.70%	3.50%	3.50%	1.50%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	039 %
ii) 265 JAPAN	010 %
iii) 192 PEOPLE'S REP OF CHINA	006 %
iv) 001 ARGENTINA	003 %
v) 410 NORWAY	002 %
vi) 499 SPAIN	001 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

i) FROZEN SALMON	In Canadian \$
ii) FROZEN HERRING	\$ 15.00 M
iii) FROZEN COD	\$ 22.00 M
	\$ 14.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- exports of certain products or services to this country are subject to Canadian export controls

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

WETHER OR NOT IMPORTS ARE CONTROLLED BY THE GOVERNMENT, FISH CAUGHT IN FOREIGN WATERS UNDER JOINT-VENTURE ARRANGEMENTS WITH KOREAN FIRMS ARE ALLOWED TO BE IMPORTED-BUT NO CANADIAN FIRMS HAVE ENTERED INTO SUCH AGREEMENTS WITH KOREAN FIRMS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- support provided by the PEMD program
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CLOSELY LIAISE WITH KOREAN TOURIST HOTEL SUPPLY CENTER INC. TO CONVINCEN THEM TO IMPORT FROZEN SALMON FROM CANADA FOR 1988 OLYMPICS.

Results Expected: SALES OF APPX. 30,000 LBS OF FRZEN SALMON.

Activity: MONITOR AND ADVISE OTTAWA OF THE KOREAN GOVERNMENT'S POLICY CHANGES RE LIBERALIZATION OF FISH AND FISH PRODUCTS.

Results Expected: MARKET OPPORTUNITIES FOR NEW SPECIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 003 GRAINS AND OILSEEDS

Subsector: 031 CEREAL GRAINS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1300.00M	\$ 1200.00M	\$ 1114.00M	\$ 1269.00M
Canadian Exports \$	160.00M	\$ 156.00M	\$ 83.00M	\$ 14.00M
Canadian Share of Import Market	12.30%	13.00%	7.40%	1.10%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	046 %
ii) 520 THAILAND	013 %
iii) 011 AUSTRALIA	008 %
iv) 001 ARGENTINA	005 %
v) 051 UNITED KINGDOM	001 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

## Current status of Canadian exports:

Products/services for which there are  
good market prospects

Current Total Imports  
In Canadian \$

i) WHEAT	\$ 555.00 M
ii) RYE SEED	\$ 6.00 M
iii) DEHYDRATED ALFALFA	\$ 2.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non-tariff protectionist measures which are difficult to overcome
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

THE UNITED STATES HAS PROVIDED CCC INDIRECT CREDIT PROGRAMS AMOUNTING TO US\$195 MILLION IN 1986 AND \$228 MILLION IN 1987 IN THIS SUB-SECTOR. AS KOREAN WON IS EXPECTED TO APPRECIATE ABOUT 10%

25/01/88

DEPARTMENT OF EXTERNAL AFFAIRS

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Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ASSIST AND ORGANIZE 1987 WHEAT QUALITY SEMINAR WHICH IS SCHEDULE TO BE HELD IN SEOUL ON 20 NOV 87.

Results Expected: SALES OF 200,000 M/T OF MILLING WHEAT PER YEAR IF RESULTS ARE SUCCESSFUL AND

Activity: FOLLOW UP DEHYDRATED ALFALFA PELLET WORKSHOPS WHICH WERE HELD IN SEOUL ON 28 OCT AND IN TAEJON ON 30 OCT 87 BY PROVIDING TECHNICAL INFO TO FEED COMPOUNDERS.

Results Expected: DEMONSTRATE VALUE OF USING CANADIAN DEHY ALFALFA

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

Activity: CONTINUE TO ENCOURAGE KOREAN MILLING INDUSRY TO IMPORT MORE CANADIAN WHEAT.

Results Expected:

Activity: LOBBY WITH KOREAN FEED INDUSTRY TO PRESS THE KOREAN GOVERNMENT FOR LIBERALIZATION OF BARLEY FOR FEED AFTER THE PRESIDENTIAL ELECTION

Results Expected: SALES OF 300,000 M/T OF FEED BARLEY PER YEAR IF THE KOREAN GOVERNMENT DECIDE TO LIBERALIZE FEED BARLEY.

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

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

Activity: CONTINUE TO PRESS THE KOREAN GOVERNMENT TO PROVIDE EQUAL OPPORTUNITIES TO CANADIAN DEHY ALFALFA SUPPLIERS FOR ALFALFA PELLET TENDERS.

Results Expected: ESTABLISH CONTINUING MARKET FOR CDN ALFALFA. SALES OF 30,000 M/T OF ALFALFA PELLETS PER YEAR IF KOREAN GOVERNMENT INCREASES THE QUOTA FOR 1988 TO 40,000 M/T.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 003 GRAINS AND OILSEEDS

Subsector: 032 OILSEEDS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	510.00M	\$ 480.00M	\$ 458.00M	\$ 45.00M
Canadian Exports \$	15.00M	\$ 13.00M	\$ 14.00M	\$ 4.00M
Canadian Share of Import Market	2.90%	2.70%	3.00%	0.90%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	064 %
ii) 344 MALAYSIA	015 %
iii) 431 PHILIPPINES	002 %
iv) 214 INDONESIA	001 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) CANOLA MEAL	\$ 20.00 M
ii) CANOLA SEED	\$ 3.00 M
iii) FLAXSEED	\$ 3.00 M
iv) MUSTARD SEED	\$ 0.30 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

ROK GOVERNMENT HAS IMPORTED TOTAL 11,000M/T OF CANOLA SEED IN 1976 THROUGH A TENDER HELD BY NATIONAL AGRICULTURAL COOPERATIVE FEDERATION. NACF HAS PAID US\$196.76 PER M/T, BUT THREE SOYBEAN CRUSHERS WERE FORCED TO PURCHASE IT AT A PRICE EQUIVALENT TO ALMOST/

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MAKE NECESSARY PRESENTATIONS TO THE KOREAN AUTHORITY WITH REGARD TO THE FORCED DISTRIBUTION OF IMPORTED CANOLA SEED AT A HIGHER PRICE.

Results Expected: EXPAND MARKET POTENTIAL FOR CANOLA SEEDS.

Activity: ASSIST AND ORGANIZE CANOLA WORKSHOPS WHICH ARE SCHEDULED TO BE HELD IN KOREA IN WEEK OF 23 NOV 87.

Results Expected: PROVIDE KOREAN CRUSHERS WITH NECESSARY TECHNICAL INFORMATION ON CRUSHING CANOLA SEEDS.

Activity: CONTINUE TO FOLLOW UP DISPOSITION OF IMPORTED CANOLA SEEDS AND OILS.

Results Expected: REPORT TO CANADIAN SUPPLIERS ON ENDUSE OF PRODUCT.

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

Activity: LOBBY WITH MAFF TO DIVERSIFY IMPORTERS INCLUDING SMALL CRUSHERS.

Results Expected: SALES OF 15,000 M/T OF CANOLA SEED IN 1988.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 1020.00M	\$ 600.00M	\$ 540.00M	\$ 490.00M
Canadian Exports	\$ 75.00M	\$ 40.00M	\$ 21.30M	\$ 0.00M
Canadian Share of Import Market	7.40%	7.00%	4.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	090 %
ii) 128 GERMANY WEST	000 %
iii) 112 FRANCE	000 %
iv) 051 UNITED KINGDOM	000 %
v) 237 ITALY	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) DASH 8 (ASW)	\$ 0.00 M
ii) RADARS	\$ 0.00 M
iii) C 3 SYSTEMS	\$ 0.00 M
iv) RPV'S	\$ 0.00 M
v) RAST SYSTEM	\$ 0.00 M
vi) F-18 COMPONENTS	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: MARITIME PATROL A/C

Approximate Value: \$ 200 M

Financing Source: 025 OTHER

For further info. please contact:

D. WYNNE/EMBASSY, SEOUL TLX: 27425 CANADA K27425

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: RADARS  
Approximate Value: \$ 80 M  
Financing Source: 025 OTHER  
For further info. please contact:  
" " "

iii) Project Name: HOVERCRAFT ENGINES  
Approximate Value: \$ 25 M  
Financing Source: 025 OTHER  
For further info. please contact:  
" " "

iv) Project Name: LIGHT HELICOPTER PROGRAM  
Approximate Value: \$ 250 M  
Financing Source: 025 OTHER  
For further info. please contact:  
" " "

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

## OFFSETS IMPOSED BY ROK GOVERNMENT

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: COMPLETE AEROSPACE STUDY.

Results Expected: PROVIDE DETAILED KNOWLEDGE OF KOREAN AEROSPACE PLANS TO CDN INDUSTRY.

Activity: COMPLETE INVENTORY OF AVAILABLE AGENTS.

Results Expected: ENSURE CDN FIRM AVOID AGENTS UNACCEPTABLE TO MND.  
ESTABLISHED 4 NEW AGENCY ARRANGEMENTS.

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

Activity: TWO CATALOGUE AND VTR PRESENTATIONS IN TRADE CENTER.

Results Expected: INVOLVE 4 NEW CDN FIRMS IN MND PROCUREMENT ACTIVITIES.

Activity: PROPOSE CANADA/KOREA AEROSPACE COOPERATION AGREEMENT

Results Expected: ESTABLISHED AGREEMENT.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEDUL

Market: 268 KOREA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 051 REMOTE SENSING

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	6.00M	\$ 3.50M	\$ 4.00M	\$ 3.80M
Canadian Exports \$	3.50M	\$ 0.50M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	58.00%	14.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 051 UNITED KINGDOM	022 %
ii) 577 UNITED STATES OF AMERICA	015 %
iii) 265 JAPAN	013 %

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

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$  
\$ 5.00 M

i) METEOROLOGICAL EQUIPMENT

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: METEOROLOGICAL DATA PROCESSING  
Approximate Value: \$ 5 M  
Financing Source: 012 DOM  
For further info. please contact:  
S.M. KIM. CDN. EMB/SEOUL TLX: K27425

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: GATHER & UPDATE INFO ON THE PLANNED PROJECTS FOR R. S. SYS IN COMING YEARS.

Results Expected: IDENTIFICATION ON CDN OPPORTUNITY.

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

Activity: PREPARE A REPORT ON KOREAN REMOTE SENSING SECTOR'S CURRENT STATUS AND PROSPECTS.

Results Expected: INCREASED INTEREST & ACTIVITY IN THIS MARKET BY CDN FFIRM.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	295.00M	\$ 347.00M	\$ 406.00M	\$ 452.00M
Canadian Exports \$	18.00M	\$ 16.00M	\$ 20.00M	\$ 23.50M
Canadian Share of Import Market	6.10%	4.60%	4.90%	5.20%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	051 %
ii) 265 JAPAN	020 %
iii) 507 SWEDEN	013 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) CARRIER EQUIPMENT

\$ 14.00 M

ii) WIRELESS TELEPHONE

\$ 3.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: MOBILE TELEPHONE SYSTEM

Approximate Value: \$ 15 M

Financing Source: 012 DOM

For further info. please contact:

S. M. KIM TLX: K27425

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non-tariff protectionist measures which are difficult to overcome

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CATALOGUE SHOW FOR CANADIAN EQUIPMENT.

Results Expected: INCREASED NUMBER OF AGENTS.

Activity: FOLLOW-UP TO 'INCOMING' DATACOM MISSION

Results Expected:

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

Activity: HOLD 4-5 INDIVIDUAL COMPANY DEMONSTRATION IN EMBASSY.

Results Expected: ESTABLISH 3 AGENCY/LICENSEE AGREEMENTS

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1876.00M	\$ 1564.00M	\$ 1222.00M	\$ 1057.70M
Canadian Exports \$	50.00M	\$ 48.00M	\$ 53.00M	\$ 46.20M
Canadian Share of Import Market	2.70%	3.00%	4.30%	4.40%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 265 JAPAN	032 %
iii) 507 SWEDEN	008 %
iv) 112 FRANCE	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) CARRIER EQUIPMENT	\$ 14.00 M
ii) WIRELESS TELEPHONE	\$ 3.00 M
iii) DATA COMMUNICATIONS	\$ 5.00 M
iv) COMPUTER SOFTWARE	\$ 35.00 M
v) BANKING SYSTEM	\$ 18.00 M
vi) METEOROLOGICAL EQUIP.	\$ 0.50 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: MOBILE TELEPHONE SYSTEM  
Approximate Value: \$ 15 M  
Financing Source: 012 DOM  
For further info. please contact:  
S. M. KIM CDN. EMB. SEOUL. TLX: K27425
- ii) Project Name: METEOROLOGICAL DATA PROCESSING  
Approximate Value: \$ 5 M

Financing Source: 012 DOM  
For further info. please contact:  
S. M. KIM CDN. EMB. SEOUL. TLX: K27425

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Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

LICENSING/JOINT VENTURES ARE AN IMPORTANT FEATURE OF THIS MARKET, AND WOULD CONSIDERABLY ENHANCED PENETRATION.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: HOLD CATALOGUE SHOWS ON ELECTRONIC COMPONENTS.

Results Expected: INCREASED NUMBER OF ACTIVE LOCAL AGENTS IN THIS SECTOR.

Activity: UPDATE JOINT VENTURE AND TECHNOLOGY TRANSFER REPORTS.

Results Expected: ATTRACT CDN FIRMS TO INCREASE INDUSTRIAL COOPERATION WITH KOREAN FIRMS.

Activity: PLAN FOR TECHNOLOGY TRANSFER SEMINAR IN THIS SECTOR DURING PROPOSED CANADA WEEK IN SEOUL.

Results Expected: ESTABLISH TWO TECHNOLOGY TRANSFER AND JOINT VENTURE AGREEMENTS IN THIS SECTOR BY FY 88/89

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DEPARTMENT OF EXTERNAL AFFAIRS

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Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

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

Activity: HOLD 3 INDIVIDUAL DEMONSTRATION IN EMBASSY TRADE DISPLAY AREA.

Results Expected: ESTABLISH 3 AGENCY/LICENSEE ARRANGEMENTS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 006 ELECTRONICS EQUIP. &amp; SERV

Subsector: 061 PRODUCTS &amp; COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4330.00M	\$ 3760.00M	\$ 4082.00M	\$ 2580.00M
Canadian Exports \$	26.00M	\$ 22.00M	\$ 19.00M	\$ 35.00M
Canadian Share of Import Market	0.60%	0.60%	0.47%	1.36%

## Major Competing Countries

## Market Share

i) 265 JAPAN	060 %
ii) 577 UNITED STATES OF AMERICA	024 %
iii) 189 HONG KONG	005 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports

In Canadian \$

i) SEMI CONDUCTOR	\$ 880.00 M
ii) D.C. MOTORS	\$ 101.00 M
iii) PRINTED CIRCUIT BOARD	\$ 71.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CATALOGUE SHOW ON CANADIAN ELECTRONIC PARTS/COMPONENTS.

Results Expected: INCREASED EXPOSURE ON CDN PRODUCTS IN THIS MARKET.

## Export and Investment Promotion Planning System

## 88/89 Sector/Sub-Sector Highlights

Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 006 ELECTRONICS EQUIP. &amp; SERV

Subsector: 062 INSTRUMENTATION

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	870.00M	\$ 744.00M	\$ 636.00M	\$ 568.00M
Canadian Exports \$	2.00M	\$ 1.50M	\$ 1.50M	\$ 1.00M
Canadian Share of Import Market	0.20%	0.20%	0.20%	0.10%

## Major Competing Countries

## Market Share

i) 265 JAPAN	040 %
ii) 577 UNITED STATES OF AMERICA	040 %
iii) 128 GERMANY WEST	005 %
iv) 051 UNITED KINGDOM	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) TEST & MEASUREMENT INSTRUMENTATION	\$ 217.00 M
ii) PROCESS CONTROL INSTRUMENTATION	\$ 191.00 M
iii) SCIENTIFIC AND ANALYTICAL INST.	\$ 178.00 M
iv) BUILDING INST.	\$ 50.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- other factor(s) described by the Trade Office as follows:

TECHNICAL LICENSING/JOINT VENTURES ARE AN IMPORTANT FEATURE OF THIS MARKET AND MAY CONSIDERABLY ENHANCE MARKET PENETRATION.

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MONITOR CLOSELY CONTINUED PROGRAMS OF IMPORT DIVERSIFICATION FOR PRODUCTS RELATING TO THIS SUB-SECTOR.

Results Expected: LIST PRODUCTS OPPORTUNITY AND ALERT CDN SUPPLIERS.

Activity: FOLLOW UP WITH KOREAN COMPANIES WHO PARTICIPATED IN THE OUTGOING INSTRUMENTATION MISSION/SEMINAR.

Results Expected: IDENTIFY PRODUCTS OF KOREAN INTEREST AND ENCOURAGE AGGRESSIVE CDN MARKETING EFFORTS.

Activity: FOCUS ON CANADIAN INSTRUMENTATION IN 'TECHNOLOGY SHOWCASE' DURING 'CANADA WEEK' NEXT MARCH.

Results Expected:

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

Activity: HOLD A CATALOG SHOW AT THE EMBASSY TRADE CENTER.

Results Expected: INTRODUCE MORE CDN INSTRUMENTATION TO CONCERNED LOCAL PEOPLE AND IDENTIFY A SHORLIST FOR CDN OPPORTUNITIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEDUL

Market: 268 KOREA

Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1600.00M	\$ 1163.00M	\$ 705.00M	\$ 430.00M
Canadian Exports \$	35.00M	\$ 25.00M	\$ 24.70M	\$ 24.50M
Canadian Share of Import Market	2.20%	2.10%	3.50%	5.70%

Major Competing Countries	Market Share
Cumulative 3 year export potential for CDN products in this Sector/Subsector:	100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) AUTOMOTIVE ELECTRONICS	\$ 33.00 M
ii) FUEL INJECTION PUMPS	\$ 41.00 M
iii) AXLES	\$ 9.00 M
iv) METAL ALLOY COMPONENTS	\$ 15.00 M
v) BRAKE ASSEMBLY & COMPONENTS	\$ 10.00 M
vi) RODS, BOLTS, BEARINGS	\$ 12.00 M
vii) AUTOMOTIVE GLASS	\$ 10.00 M
viii) TIRES	\$ 25.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- high tariffs
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

UNTIL 1986 SECTOR WAS PROTECTED BY NON-TARIFF MEASURES.

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP WITH CDN/KOREAN PARTS COMPANIES WHO PARTICIPATED IN THE PAST AUTOPARTS INCOMING AND OUTGOING MISSIONS.

Results Expected: IDENTIFY SHORTLIST OF AUTOPARTS/COMPANIES WITH INTEREST AND POTENTIAL FOR INDUSTRIAL COOPERATION BETWEEN CANADA AND KOREA. ESTABLISH ONE JOINT VENTURE.

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

Activity: INVESTMENT AND INDUSTRIAL COOPERATION OPPORTUNITY SEMINAR FOR AUTOMOTIVE INDUSTRY.

Results Expected: AUTOMOTIVE INDUSTRY.

Activity: FOLLOW DEVELOPMENT OF KOREAN LOCALIZATION AND IMPORT DIVERSIFICATION PLANS FOR AUTOPARTS.

Results Expected: ENSURE CONTINUED ACCESS FOR EXISTING SUPPLIERS AND DEVELOP NEW OPPORTUNITIES FOR OTHER SUPPLIERS. REPORT TO CDN INDUSTRY ON NEW OPPORTUNITIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	963.00M	\$ 917.00M	\$ 785.00M	\$ 765.00M
Canadian Exports \$	32.00M	\$ 26.00M	\$ 18.00M	\$ 10.00M
Canadian Share of Import Market	3.30%	2.80%	2.30%	1.30%

## Major Competing Countries

## Market Share

i) 344 MALAYSIA	037 %
ii) 577 UNITED STATES OF AMERICA	030 %
iii) 016 NEW GUINEA	015 %
iv) 068 CHILE	007 %
v) 370 NEW ZEALAND	002 %
vi) 288 SOUTH AFRICA	002 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$

i) VENEER	\$ 14.00 M
ii) PARTICLE BOARD	\$ 14.00 M
iii) LUMBER	\$ 56.00 M
iv) LOGS	\$ 631.00 M
v) MEDIUM DENSITY FIBRE BOARD	\$ 6.00 M
vi) WOOD CHIP	\$ 7.00 M
vii) PLYWOOD	\$ 13.00 M
viii) FABRICATED BUILDING WOOD	\$ 3.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: DISPLAY OF CANADIAN FORESTRY PRODUCTS IN KOREA

Results Expected: BETTER AWARENESS OF CDN FOREST PRODUCTS.

Activity: PROMOTE SALE OF PLYWOOD, PARTICLE BOARD, AND OTHER NEW PRODUCTS.

Results Expected: INCREASE SALE OF CDN PRODUCTS.

Activity: IN DEPTH STUDY ON LOCAL HOUSING BUILDING CODE.

Results Expected: AWARE OF LOCAL HOUSING CODE FOR PROMOTION OF TIMBER FRAME HOUSE.

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

Activity: HOST TECHNICAL SEMINAR FOR TIMBER FRAME HOUSE IN KOREA.

Results Expected: BETTER AWARENESS OF CDN HOUSING TECHNIQUES IN KOREA.

Activity: BUILDING OF CANADIAN STYLE RESIDENTIAL HOUSE IN SEOUL BY TIMBER FRAME METHOD.

Results Expected: GOOD OPPORTUNITY TO SHOW LOCAL CONTRACTORS ON TFH TECHNIQUES. SELL TWO TFA HOUSES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1155.00M	\$ 1008.00M	\$ 793.00M	\$ 478.00M
Canadian Exports \$	105.00M	\$ 89.00M	\$ 82.00M	\$ 50.00M
Canadian Share of Import Market	9.10%	8.90%	10.30%	10.40%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 507 SWEDEN	010 %
iii) 068 CHILE	008 %
iv) 192 PEOPLE'S REP OF CHINA	005 %
v) 265 JAPAN	005 %
vi) 370 NEW ZEALAND	005 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospectsCurrent Total Imports  
In Canadian \$

i) BLEACHED KRAFT PULP	\$ 159.00 M
ii) SULPHATE K.P.	\$ 14.00 M
iii) DISSOLVING GRADE PULP	\$ 14.00 M
iv) KRAFT LINER	\$ 15.00 M
v) KRAFT COATED PAPERBOARD	\$ 9.00 M
vi) UNBLEACHED KRAFT PULP	\$ 75.00 M
vii) WASTE PAPER	\$ 112.00 M
viii) RELEASE PAPER	\$ 13.00 M
ix) INSULATING & TRACING PAPER	\$ 27.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: EXPANSION OF DONGHAE PULP MILL  
Approximate Value: \$ 150 M  
Financing Source: 025 OTHER

For further info. please contact:  
C. S. LEE/EMB. SEOUL TLX:27425 (CANADA K27425)

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Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- high tariffs

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP LOCAL PULP & PAPER FIRMS FOR POSSIBLE INVESTMENT IN CANADA.

Results Expected: VISIT BY LOCAL FIRMS TO CANADA.

Activity: MONITO LOCAL PULP & PAPER EXPANSION PLAN.

Results Expected: ALERT CANADIAN FIRMS FOR SERVING & RAW MATERIAL EXPORT OPPORTUNITY.

Activity: PROVIDE LOCAL PAPER INDUSTRY INFORMATION

Results Expected: PROVIDE C. P. P. I. WITH LOCAL PRODUCTION INFORMATION.

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

Activity: TO INTRODUCE THERMAL MECHANICAL PULP(TMP) PRODUCTS TO KORE VIA A SEMINAR IN SEOUL.

Results Expected: ESTABLISHED TMP MARKET IN KOREA.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 102 MINERALS AND MINERAL PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	8426.00M	\$ 8278.00M	\$ 8614.00M	\$10636.00M
Canadian Exports \$	423.00M	\$ 405.00M	\$ 365.00M	\$ 359.00M
Canadian Share of Import Market	5.00%	4.80%	4.30%	3.30%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	045 %
ii) 577 UNITED STATES OF AMERICA	035 %
iii) 206 INDIA	010 %
iv) 047 BRAZIL	005 %
v) 426 PERU	005 %
vi) 265 JAPAN	004 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) COAL (MET. & BIT)	\$ 1035.00 M
ii) COPPER ORE	\$ 220.00 M
iii) NATURAL URANIUM	\$ 11.00 M
iv) SULPHUR	\$ 92.00 M
v) IRON ORE	\$ 380.00 M
vi) ZINC ORE	\$ 45.00 M
vii) ASBESTOS	\$ 23.00 M
viii) ANTHRACITE COAL	\$ 278.00 M
ix) FUEL GAS OIL	\$ 104.00 M
x) HEAVY CRUDE OIL	\$ 4348.00 M

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- other factor(s) described by the Trade Office as follows:  
THERE APPEARS TO BE SOME GOVERNMENT INFLUENCE IN COAL SOURCING.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP ON MINERAL SUPPLY & DEMANDS.

Results Expected: INFORM CANADIAN ORE SUPPLIERS OF OPPORTUNITIES.

Activity: MONITOR LOCAL METAL REFINERY EXPANSION PROJECTS FOR INCREASED RAW MATERIAL REQUIREMENT.

Results Expected: ADVISE CANADIAN SUPPLIERS OF RAW MATERIAL.

Activity: ENCOURAGE KOREAN REFINERIES TO INVEST IN MINERAL DEVELOPMENT IN CANADA.

Results Expected: INVESTMENT OF LOCAL FIRMS IN CANADA (KEPCO-URANIUM, HYUNDAI-POTASH)

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEDUL

Market: 268 KOREA

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 104 METALS, PRIMARY &amp; FABRICATED

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3900.00M	\$ 3750.00M	\$ 3881.00M	\$ 3090.00M
Canadian Exports \$	100.00M	\$ 95.00M	\$ 64.00M	\$ 44.00M
Canadian Share of Import Market	2.60%	2.50%	1.60%	1.40%

## Major Competing Countries

## Market Share

i) 265 JAPAN	035 %
ii) 577 UNITED STATES OF AMERICA	030 %
iii) 128 GERMANY WEST	015 %
iv) 051 UNITED KINGDOM	010 %
v) 410 NORWAY	005 %
vi) 354 NETHERLANDS	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) ALUMINUM METAL & FAB	\$ 473.00 M
ii) NICKEL METAL & ALLOY	\$ 58.00 M
iii) COPPER METAL & ALLOY	\$ 406.00 M
iv) ZINC METAL & ALLOY	\$ 40.00 M
v) LEAD METAL & ALLOY	\$ 40.00 M
vi) STEEL SCRAP	\$ 429.00 M
vii) FERRO ALLOY	\$ 41.00 M
viii) STAINLESS STEEL	\$ 19.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 012 PETROCHEM &amp; CHEM PROD, EGP, SERV

Subsector: 121 CHEM &amp; PETROCHEM PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7220.00M	\$ 6599.00M	\$ 5365.00M	\$ 4240.00M
Canadian Exports \$	140.00M	\$ 141.00M	\$ 113.00M	\$ 152.00M
Canadian Share of Import Market	2.00%	2.10%	2.20%	3.60%

## Major Competing Countries

## Market Share

i) 265 JAPAN	035 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 128 GERMANY WEST	013 %
iv) 112 FRANCE	007 %
v) 354 NETHERLANDS	005 %
vi) 192 PEOPLE'S REP OF CHINA	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

## Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$'

i) ETHYLENE GLYCOL	\$ 85.00 M
ii) METHANOL	\$ 18.00 M
iii) POLYETHYLENE RESIN	\$ 103.00 M
iv) POTASH	\$ 50.00 M
v) BUTHYL RUBBER	\$ 46.00 M
vi) CALCIUM ACETATE	\$ 6.00 M
vii) H. D. /L. D. POLYETHYLENE	\$ 102.00 M
viii) ETHYLENE COPOLYMERS	\$ 61.00 M
ix) STYRENE MONOMER	\$ 109.00 M

## Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO MONITOR KOREAN INDUSTRY WITH NEW EXPANSION-NAPHTHA CRAKING PROJECT (1987-1979) LUCKY LTD.

Results Expected: NEW PRODUCTION FACILITIES WILL REDUCE IMPORTS OF CDN PETROCHEMICALS FROM 1990S

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

Activity: PREPARED REPORT ON DEVELOPMENT OF KOREAN PETROCHEMICAL INDUSTRY AND OPPORTUNITIES FOR TRANSFER OF CANADIAN PETROCHEMICAL PROCESS TECHNOLOGY TO NEW PROJECTS.

Results Expected: CIRCULATE REPORT.  
FURTHER SALES OF CANADIAN TECHNOLOGY.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 142 HOSP. &amp; MEDICAL EQUIP, INSTRUM.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	230.00M	\$ 192.00M	\$ 160.00M	\$ 135.00M
Canadian Exports \$	0.30M	\$ 0.20M	\$ 0.20M	\$ 0.20M
Canadian Share of Import Market	0.10%	0.10%	0.10%	0.10%

## Major Competing Countries

## Market Share

i) 265 JAPAN	040 %
ii) 577 UNITED STATES OF AMERICA	032 %
iii) 128 GERMANY WEST	011 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) HI-TECH (ELECTRONIC) DIAGNOSTIC APPARATUS	\$ 80.00 M
ii) X-RAY AND RELATED EQUIP.	\$ 30.00 M
iii) ANALYZING EQUIPMENT	\$ 7.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

TECHNICAL LICENSING/JOINT VENTURE ARE AN IMPORTANT FEATURE OF

THIS MARKET AND MAY CONSIDERABLY ENHANCE MARKET PENETRATION.

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Export and Investment Promotion Planning System

MISSION: 519 SEOUL

COUNTRY: 268 KOREA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MONITOR CLOSELY CONTINUED GOVERNMENT PLANS FOR LOCALIZATION AND IMPORT DIVERSIFICATION.

Results Expected: IDENTIFY SHORTLISTS OF PRODUCTS FOR CDN DIRECT SALES OPPORTUNITIES AND FOR INDUSTRIAL COOPERATION PROSPECTS.

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

Activity: HOLD A CATALOG SHOW AT THE EMBASSY TRADE CENTER.

Results Expected: INTRODUCE TO LOCAL INTEREST A WIDE RANGE OF CDN MEDICAL/HOSPITAL EQUIPMENT AND IDENTIFY LOCAL COMPANIES OF INTEREST BY PRODUCT GROUPS

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 519 SEOUL

Country: 26B KOREA

## Highlights of Investment Environment

Estimated Value Of Equity Investment  
In Canada From This Post Territory:

\$ 200.00 M

Estimated Value Of Annual Direct Equity  
Investments To All Destinations From  
This Post Territory:

\$ 108.00 M

Country Destinations Of Direct  
Equity Investment From Post  
TerritoryEstm. Value  
\$ CDN% Of Annual Direct Equity  
Investment Outflows By  
Category Of Investors

1. 577 UNITED STATES OF AMERICA	\$ 300.00 M	1. Corporations : 85.00 %
2. 331 NORTH YEMEN	\$ 120.00 M	2. Institutional : 0.00 %
3. 075 CANADA	\$ 108.00 M	3. Entrepreneurs : 0.00 %
4. 011 AUSTRALIA	\$ 72.00 M	4. Immigrant Entr.: 15.00 %

The Mission Has Reported Factors That Tend To Change  
Outward Flows Of Investment From The Post Territory Including:

- Emigration
- Corporate Expansion To Seek New Markets
- Corporate Expansion To Serve Better Existing Markets

The Mission Reports That Investors From The Post Territory Who Invest Abroad  
In Manufacturing Tend To Invest In The Following Sector(s) Subsector(s)

## -SECTOR(S)-

## -SUBSECTOR(S)-

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 006 ELECTRONICS EQUIP. & SERV
3. 010 MINE, METAL, MINERAL PROD & SRV
4. 010 MINE, METAL, MINERAL PROD & SRV

- 081 AUTOMOTIVE
- 063 CONSUMER ELECTRONICS
- 104 METALS, PRIMARY & FABRICATED
- 102 MINERALS AND MINERAL PRODUCTS

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 519 SEOUL

Country: 268 KOREA

**Equity Propensity Of Key Sources Of Investment From This Territory**

Corporations : Start-up Investment To Create New Enterprise (On A Joint Basis)  
Institutional :  
Entrepreneurs :  
Immigrant Entr.: Start-up Investment To Create New Enterprise (100% Ownership)

**Sector Preferences By Type Of Key Investors**

Corporations : Resource Development  
Institutional :  
Entrepreneurs :  
Immigrant Entr.: Services

**Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.**

Sector : 010 MINE, METAL, MINERAL PROD & SRV  
Subsector: 102 MINERALS AND MINERAL PRODUCTS

**Reason(s):**

MAJOR EXISTING INVESTMENTS; NEED TO ASSURE SUPPLIES FOR DOMESTIC INDUSTRY; CONSISTENT WITH KOREAN GOV'T INTEREST IN FOREIGN INVESTMENT; \ CDN PULP PRODUCTS WELL KNOWN IN MARKET.

**Program Plans:**

PROVIDE DIRECT SUPPORT TO 3 MAJOR INVESTMENT PROPOSALS IN MINING/ METALS FIELD.

**Anticipated Results:** DECISION BY KOREAN FIRMS TO INVEST IN ONE MAJOR PROJECT.

Sector : 009 FOREST PRODUCTS, EQUIP, SERVICES  
Subsector: 094 PULP AND PAPER PRODUCTS

**Reason(s):**

PAPER USE INCREASING WITH NEED TO ASSURE SUPPLIES OF PULP; CONSISTENT WITH KOREAN GOV'T INTEREST; MAJOR EXISTING INVESTMENTS IN AUTOMOTIVE SECTOR; KOREAN MANUFACTURERS WILL CONCENTRATE ON N. A. MARKET.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 519 SEOUL

Country: 268 KOREA

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.

Sector : 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Program Plans:

ENCOURAGE KOREAN PULP & PAPER INDUSTRIES ASSOCIATION TO IDENTIFY  
SPECIFIC INVESTMENTS INTEREST.

Anticipated Results: DEVELOP SPECIFIC INTEREST BY INDIVIDUAL  
KOREAN FIRMS & BEGIN INVESTMENT STUDY  
PROCESS.

Sector : 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Reason(s):

FREE TRADE AGREEMENT WILL ENCOURAGE INVESTMENT IN THIS SECTOR FROM  
KOREA; EXISTING INVESTMENTS IN NORTH AMERICA; STRONG INTEREST IN  
ACCESS TO CDA/US MARKETS.

Program Plans:

DURING NORMAL LIAISON CALLS & PROMOTIONAL ACTIVITIES WITH AUTO INDUS-  
TRY WE CONTINUALLY SEEK POTENTIAL INVESTMENT INTEREST & RESPOND TO  
SPECIFIC INQUIRIES.

Anticipated Results: MAINTAIN EXISTING INVESTMENT IN CDA &  
DECISION TO EXPAND.

Sector : 006 ELECTRONICS EQUIP. & SERV

Subsector: 061 PRODUCTS & COMPONENTS

Program Plans:

DEVELOP INDIVIDUAL INTEREST DURING NORMAL TRADE LIAISON ACTIVITIES.  
RESPOND TO INTERESTS OF POTENTIAL ENTREPRENEURIAL IMMIGRANTS.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 519 SEOUL

Country: 268 KOREA

**Other Investment Program Plans**

**Activity(ies):**

SUPPORT INVESTMENT PROMOTION ACTIVITIES OF 4 CDN BANKS HERE.

**Anticipated Results:** PROVIDE GENERAL INFO TO KOREAN BUSINESS COMMUNITY; 5 INDIVIDUAL INVESTMENTS.

**Activity(ies):**

PROPOSE & IMPLEMENT SEMINARS IN COOPERATION WITH KOREA TRADE PROMOTION ASSOCIATION TO INFORM KOREAN BUSINESS COMMUNITY OF BENEFITS OF FREE TRADE AGREEMENT.

**Anticipated Results:** THROUGH INCREASED AWARENESS OF GREATER ACCESS TO USA MARKET VIA CANADA.

**Activity(ies):**

SUPPORT INVESTMENT PROMOTION ACTIVITIES OF PROVINCIAL OFFICERS IN EMBASSY.

**Anticipated Results:** FIVE INDIVIDUAL INVESTMENTS.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 519 SEOUL

Country: 268 KOREA

Investment Promotion Activities Proposals

Type Of Event: 040 DIRECT MAIL CAMPAIGN

Description: ELECTRONIC INDUSTRIES INFO CAMPAIGN  
Priority: 2 Date: 11/88  
Sector: 006 ELECTRONICS EQUIP. & SERV  
Sub-Sector:  
Location:

Type Of Event: 050 SEMINARS

Description: FREE TRADE AGREEMENT  
Priority: 1 Date: 05/88  
Sector: 999 MULTIPLE SECTORS  
Sub-Sector: 999 ALL SUB-SECTORS  
Location: SEOUL

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 519 SEOUL		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING FOOD PROCESSING EQUIPMENT		0690
Sector: 003 GRAINS AND OILSEEDS		
024 MISSION INCOMING DEHY ALFALFA MISSION CANOLA SEED PURCHASE & USE		0689 0990
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
024 MISSION INCOMING DEFENSE/AEROSPACE MISSION	WINN/TO/OTT/MTL	0489
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING SPECIALIZED SOFTWARE	SEOUL/ULSAN	1189
024 MISSION INCOMING REMOTE SENSING		0989
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS KOREA ELECTRONICS SHOW	SEOUL	1090
024 MISSION INCOMING POLLUTION CONTROL		0589
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
020 MISSION OUTGOING HOUSING COMPONENTS		1190
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
024 MISSION INCOMING ENERGY MINISTER	VAN/CAL/WIN/TO/OTT/M	1090
Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV		
024 MISSION INCOMING CHEMICAL TECHNOLOGY EQUIPMENT	ALTA/ONT/GUE.	0490

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 519 SEOUL		
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING MINISTER FOR INTERNAT	SEOUL	0990
024 MISSION INCOMING MIN. OF TRADE & INDUSTRY	OTTAWA PLUS	1089

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 520 TOKYO

Country: 265 JAPAN

JAPAN'S TRADE & CURRENT SURPLUSES CONTINUED TO GROW IN 86, BUT THE IMPACT OF YEN APPRECIATION HAS BEGUN TO BE SEEN THIS YEAR IN DECLINING EXPORT VOLUMES & MORE RECENTLY IN VALUES. THE TRADE SURPLUS FOR 87 WILL BE IN THE RANGE OF US\$80 BIL. COMPARED TO ALMOST US\$93 BIL IN 86. JAPANESE INDUSTRY IS AGAIN PROVING ITS RESILIENCY IN ADAPTING TO THE HIGH YEN & THE GNP IS PREDICTED TO EXPAND BY 3.8% IN FY 88 COMPARED TO 3.7% IN 87 & 3.6% IN 86. DOMESTIC DEMAND WILL REMAIN STRONG PARTLY AS A RESULT OF THE \$40 BIL. IN ADDITIONAL GOV'T SPENDING ANNOUNCED DURING THE VENICE SUMMIT. ANOTHER MAJOR CHANGE IS THE INCREASING FLOW OF JAPANESE DIRECT INVESTMENT OVERSEAS, PARTICULARLY IN MANUFACTURING. THE TOTAL FLOW IN 86 WAS US\$22.3 BIL. IT IS EXPECTED TO REACH US\$30 BIL. THIS YR. THE LARGE CDN TRADE SURPLUSES WITH JAPAN FROM 73 TO 83 TURNED INTO A DEFICIT IN 84 WHICH GREW TO \$1,718M DURING 86. THE TREND HAS BEEN REVERSED IN 87 WITH THE DEFICIT DURING THE FIRST 10 MONTHS FALLING TO \$630M FROM \$1,406M DURING THE CORRESPONDING PERIOD OF 86. THE STRONGEST GROWTH AREAS FOR CDN EXPORTS ARE IN WOOD PULP & LUMBER WHILE IMPORTS OF JAPANESE STEEL & OTHER METAL PRODUCTS ARE DECLINING. THE KEY FACTOR IN THIS TURN AROUND HAS BEEN A DECLINE IN THE CDN DOLLAR BY ABOUT 50% DURING THE PAST 2 YEARS. THE REVERSE J-CURVE EFFECT PREDICTED IN 85 SHOULD RESULT IN A RETURN TO TRADE SURPLUSES IN CDA'S FAVOUR DURING 88. SOME PROMISING AREAS FOR CDN EXPORTERS INCLUDE SEMI-PROCESSED & PROCESSED FOOD, SEAFOOD & BEVERAGE PRODUCTS. THESE ARE STRONGEST IN THE FOOD SERVICE SECTOR WHERE JAPANESE COMPANIES ARE SEEKING WAYS TO CIRCUMVENT THE HIGH COST OF RAW AGRICULTURAL MATERIALS DUE TO JAPAN'S PROTECTIONIST POLICIES FOR MANY FARM PRODUCTS. IN OCT. THE JAPANESE HOUSING SECTOR EXPERIENCED THE 15TH CONSECUTIVE DOUBLE DIGIT MONTHLY INCREASE OVER THE PREVIOUS YEAR. HOUSING STARTS WILL REACH 1.6M IN 87, COMPARED TO 1.3M IN 86 & CDN INDUSTRY IS WELL POSITIONED TO EXPAND THE SALES OF LUMBER & OTHER BUILDING MATERIALS. A CRITICAL ELEMENT IN THIS AREA WILL BE THE SUCCESS OF CDN EFFORTS TO REMOVE THE DISCRIMINATORY TARIFFS AGAINST CDN SPRUCE, PINE & FUR DIMENSIONAL LUMBER. JAPAN IS CDA'S 2ND LARGEST SOURCE OF OVERSEAS VISITORS WITH 300,000 ARRIVALS FORECAST IN 87, 400,000 BY 90 & 500,000 BY 92. CDA REMAINS A FAVOURED DESTINATION FOR JAPANESE TRAVELLERS, HOWEVER, OUR COMPETITIVE POSITION IS BEING ERODED BY THE LACK OF PROMOTIONAL SUPPORT & THE LIMITED GROWTH IN SEAT CAPACITY COMPARED TO COMPETING DESTINATIONS. THE EMB. EFFORTS IN THE COMING YR WILL FOCUS ON INCREASING THE MKT PENETRATION OF MFG & HIGH TECH GOODS FOR WHICH THERE ARE IMPROVED OPPORTUNITIES DUE TO THE ECONOMIC & SOCIAL CHANGES DESCRIBED ABOVE. AT THE SAME TIME CONSIDERABLE EFFORT MUST BE DEVOTED TO SECURING OUR MKT SHARE FOR RAW MATERIALS IN A MATURING MKT. THE TOURISM MKT OFFERS RAPIDLY EXPANDING OPPOR. ON WHICH WE MUST CAPITALIZE. THE POSSIBILITIES FOR ATTRACTING

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

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

## 1. 015 CONSTRUCTION INDUSTRY

REASONS: DEMAND FOR 2X4 HOUSES & CDN BUILDING MATERIALS & PRODUCTS SHOULD CONTINUE TO EXPAND AT 15.20% RATE. AS COSTS OF PRODUCTION IN JAPAN CONTINUE TO SOAR, CDN PULP & PAPER PROD. WILL BE INCREASINGLY COMPETITIVE.

## 2. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: SURPRISINGLY HIGH LEVEL OF JAP. STEEL PROD. IN EXCESS OF 100M TONNES DURING 87 WILL IMPROVE DEMAND FOR COKING COAL. RESTRUCTURING OF OTHER METAL SECTORS SHOULD BENEFIT CDN EXPORTERS OF SEMI-FERROUS METALS.

## 3. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: BRANDED CANOLA OIL PRODUCTS WERE INTRODUCED IN 87 BUT DEMAND FOR CANOLA SEED COULD DECLINE NEXT YR DUE TO HIGH INVENTORIES. BARLEY & WHEAT MARKETS SHOULD REMAIN STABLE.

## 4. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: THE WORLD PRICE OF OIL WILL DETERMINE CDN COMPETITIVE POSITION FOR CDN NATURAL GAS BASED PETROCHEMICAL PRODUCTS. CDA IS CONSIDERED A RELIABLE SOURCE OF HYDROCARBON BASED PRODUCTS.

## 5. 002 FISHERIES, SEA PRODUCTS &amp; SERV.

REASONS: CDA IS THE WORLD'S LARGEST SEAFOOD EXPORTER & JAPAN IS THE WORLD'S LARGEST SEAFOOD IMPORTER. JAP. DEMAND FOR MOST CDN SEAFOOD PRODUCTS EXCEEDS AVAIL. RESOURCES WITH GOOD GROWTH POTEN. FOR PROC. SEAFOOD

## 6. 013 CONSUMER PRODUCTS

REASONS: THE JAP. MKT FOR IMPORT FOOD PRODUCTS IS GROWING RAPIDLY & CDN PROD. ENJOY A REPUTATION FOR HIGH QUALITY. STRONG GROWTH IS FORECAST IN THE FOOD SERVICE SECTOR WHERE OPERATORS ARE BENEFITTING FROM THE HIGH YEN

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

1. 009 FOREST PRODUCTS, EQUIP, SERVICES
2. 010 MINE, METAL, MINERAL PROD & SRV
3. 003 GRAINS AND OILSEEDS
4. 012 PETROCHEM & CHEM PROD, EQP, SERV
5. 002 FISHERIES, SEA PRODUCTS & SERV.
6. 001 AGRI & FOOD PRODUCTS & SERVICE

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 011 ANIMAL, POULTRY BREEDING STOCK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	18.00M	\$ 18.00M	\$ 18.00M	\$ 17.00M
Canadian Exports \$	2.50M	\$ 2.40M	\$ 2.80M	\$ 2.40M
Canadian Share of Import Market	14.00%	13.00%	15.00%	14.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 051 UNITED KINGDOM	020 %
iii) 128 GERMANY WEST	010 %
iv) 093 DENMARK	005 %

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

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) POULTRY BREEDING STOCK	\$ 10.00 M
ii) PUREBRED CATTLE	\$ 7.00 M
iii) PUREBRED SWINE	\$ 1.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:

MATURE MARKET

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PURSUE IMPORT PROTOCOL FOR BOVINE EMBRYOS

Results Expected: EXPORT MARKET POTENTIAL OF \$1-2 MILLION ANNUALLY.

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

Activity: MAINTAIN CONTACT WITH CANADIAN SWINE EXPORTERS AS FOLLO-UP ACTIVITY TO TECHNICAL SWINE SEMINAR HELD IN TOKYO IN MARCH 87.

Results Expected: TO INCREASE CANADIAN PUREBRED SWINE SALES IN JAPAN, BY 25-50 PER CENT.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 012 HORTICULTURE (FRUIT, VEG, FLOR)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	620.00M	\$ 600.00M	\$ 580.00M	\$ 560.00M
Canadian Exports \$	4.00M	\$ 3.50M	\$ 2.90M	\$ 1.10M
Canadian Share of Import Market	0.60%	0.60%	0.50%	0.20%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 370 NEW ZEALAND	020 %
iii) 192 PEOPLE'S REP OF CHINA	010 %
iv) 434 TAIWAN	010 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) MUSHROOMS	\$ 70.00 M
ii) BLUEBERRIES	\$ 7.00 M
iii) GREENHOUSE	\$ 0.00 M
iv) NURSERY PRODUCTS	\$ 0.00 M
v) RASBERRIES	\$ 2.50 M
vi) APPLES	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: APPLE FUMIGATION RESEARCH PROJECT (CODDING MOTH)

Results Expected: WHEN APPROVED BY JAPANESE GOVERNMENT, ACCESS FOR CANADIAN APPLES.

Activity: DEVELOPMENT OF NEW CUSTOMERS FOR MUSHROOMS

Results Expected: INCREASE EXPORTS FROM \$2-\$4 MILLION IN 2 YEARS.

Activity: PROMOTION OF HORTICULTURAL PRODUCTS IN CANADA FOOD FAIR PROGRAM.

Results Expected: EXPANDED CONSUMER AWARENESS AND SALES DEVELOPMENT.

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

Activity: CONTINUE TRIAL SHIPMENTS ON FRESH RABERRIES.

Results Expected: NEW SALES \$100,000 ONCE BUSINESS IS DEVELOPED

Activity: EXAMINE PROSPECTS FOR NEW EXPORT ITEMS IN HORTICULTURE AREA, GREEN HOUSE AND NURSERY PRODUCTS.

Results Expected: NEW BUSINESS DEVELOPMENT.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 013 SEEDS &amp; SPECIAL CROPS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	160.00M	\$ 160.00M	\$ 130.00M	\$ 130.00M
Canadian Exports \$	22.00M	\$ 20.00M	\$ 17.30M	\$ 18.30M
Canadian Share of Import Market	13.80%	12.50%	13.30%	14.10%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 192 PEOPLE'S REP OF CHINA	010 %
iii) 370 NEW ZEALAND	005 %
iv) 112 FRANCE	005 %

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

Current status of Canadian exports: Well established and growing

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) PEAT MOSS	\$ 18.00 M
ii) PULSES	\$ 90.00 M
iii) BUCKWEAT	\$ 30.00 M
iv) FORAGE, GRASS SEED	\$ 18.00 M
v) MUSTARDSEED	\$ 5.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PREPARATION OF MARKET PROFILES FOR SPECIFIC PRODUCTS WITH MARKET POTENTIAL (PEAT MOSS, BUCKWHEAT, PULSES)

Results Expected: INCREASED AWARENESS AMONG CANADIAN EXPORTERS RE JAPANESE MARKET OPPORTUNITIES.

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

Activity: ASSIST NEW PEAT MOSS SUPPLIERS IN PENETRATING THE JAPANESE MARKET (ORGANIZE AND ACCOMPANY INITIAL VISIT TO TOKYO)

Results Expected: ADDITIONAL SALES OF PEAT MOSS, OF \$1-2 MILLION ANNUALLY.

Activity: MONITOR AND REPORT ON MARKET LIBERALIZATION OF IQ ITEMS SUCH AS PULSES.

Results Expected: INCREASE CANADIAN SHARE OF PULSES IMPORTS INTO JAPAN.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 014 MEATS &amp; MEAT BY-PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4300.00M	\$ 3800.00M	\$ 3255.00M	\$ 2429.00M
Canadian Exports \$	170.00M	\$ 160.00M	\$ 164.00M	\$ 128.00M
Canadian Share of Import Market	4.00%	4.20%	5.00%	5.30%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	022 %
ii) 577 UNITED STATES OF AMERICA	021 %
iii) 434 TAIWAN	020 %
iv) 093 DENMARK	017 %
v) 370 NEW ZEALAND	005 %
vi) 520 THAILAND	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) PORK	\$ 1300.00 M
ii) BEEF OFFALS	\$ 511.00 M
iii) HORSEMEAT	\$ 70.00 M
iv) BEEF	\$ 730.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non-tariff protectionist measures which are difficult to overcome

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP WITH RECENT MEAT BUYING MISSIONS TO CANADA.

Results Expected: \$20 MILLION IN NEW BUSINESS IN 3 YEAR PERIOD.

Activity: CONTINUE TO KEEP INDUSTRY ABREAST OF LATEST DEVELOPMENTS IN JAPANESE PORK MARKET THROUGH MONTHLY PORK IMPORT.

Results Expected: BETTER INFORMED CANADIAN PORK EXPORTERS ON IMPORTANT JAPANESE MARKET.

Activity: WORK IN CONJUNCTION WITH PROVINCES TO DEVELOP INROADS IN BEEF MARKET.

Results Expected: GRADUALLY INCREASE MARKET PENETRATION FOR CANADIAN BEEF.

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

Activity: NEGOTIATE INCREASED BEEF ALLOCATION WITH MINISTRY OF AGRICULTURE FOR USE IN EMBASSY FOOD PROMOTIONS.

Results Expected: INCREASE FROM CURRENT 100 MT QUOTA BY MINIMUM OF 10%.

Activity: EMPHASIZE PORK, BEEF AND TURKEY IN ALL CONSUMER AND TRADE ACTIVITIES.

Results Expected: BUILD AWARENESS OF HIGH QUALITY MEAT FROM CANADA.

Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

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

Activity: ENCOURAGE NEW JAPANESE BUYING MISSIONS TO CANADA TO OBSERVE HIGH QUALITY OF CANADIAN MEAT PRODUCTS AND PROCESSING OPERATIONS.

Results Expected: BUILD NEW RELATIONSHIPS AND EVENTUALLY SALES OF CANADIAN MEAT.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 015 SEMI &amp; PROCESSED FOOD &amp; DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3300.00M	\$ 3000.00M	\$ 2665.00M	\$ 2093.00M
Canadian Exports \$	70.00M	\$ 55.00M	\$ 40.00M	\$ 27.00M
Canadian Share of Import Market	2.10%	1.80%	1.50%	1.30%

## Major Competing Countries

## Market Share

i) 609 EUROPEAN COMMON MARKET C	030 %
ii) 577 UNITED STATES OF AMERICA	020 %
iii) 268 KOREA	010 %
iv) 434 TAIWAN	005 %
v) 192 PEOPLE'S REP OF CHINA	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) WHISKY	\$ 194.00 M
ii) FROZEN POTATOES	\$ 80.00 M
iii) CUSTOM PACK FOODS	\$ 0.00 M
iv) BOTTLED WATER	\$ 2.00 M
v) PROCESSED EGG PRODUCTS	\$ 15.00 M
vi) FROZEN BLUEBERRIES	\$ 2.00 M
vii) FROZEN RASBERRIES	\$ 1.00 M
viii) MAPLE PRODUCTS	\$ 1.00 M
ix) BEER	\$ 16.00 M
x) HONEY	\$ 42.00 M

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: SEEK NEW PARTICIPANTS IN CANADA FOOD FAIR PROGRAM. BUILD ON LAST YEAR'S NEW ENTRIES PARTICULARLY NICHIRYU GROUP.

Results Expected: NEW BUSINESS OF \$25 MILLION DURING NEXT 2-3 YEARS.

Activity: ENCOURAGE JAPANESE BUYERS MISSIONS TO CANADA.

Results Expected: BUILD AWARENESS OF CANADA AS FOOD SUPPLIER AND DEVELOP NEW BUSINESS.

Activity: DEVELOP NEW CONTACTS IN FOOD SERVICE SECTOR.

Results Expected: DEVELOP NEW BUSINESS LEADS IN THIS IMPORTANT SECTOR.

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

Activity: PROMOTE DEVELOPEMENT OF CUSTOM PACK, BULK AND PRIVATE LABEL BUSINESS.

Results Expected: NEW BUSINESS OF \$30 MILLION DURING NEXT 2-3 YEARS.

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

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

**Activity:** CONCENTRATE EFFORTS ON HIGH POTENTIAL PROCESSED PRODUCTS, EG. FRENCH FRIES, BOTTLED WATER, MAPLE PRODUCTS, WHISKY, CUSTOM PACK FOODS.

**Results Expected:** INCREASED SALES OF 20-30% FOR THESE CATEGORIES AMOUNTING TO \$20 MILLION DURING NEXT 12 MONTHS.

**Activity:** DEVELOP IMPROVED SYSTEMS OF HANDLING TRADE ENQUIRIES FROM POTENTIAL NEW CANADIAN EXPORTERS.

**Results Expected:** MORE POTENTIAL BUYERS PUT IN CONTACT WITH CANADIAN FOOD EXPORTERS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 018 FEED, FERTILIZER &amp; VET PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	350.00M	\$ 350.00M	\$ 681.00M	\$ 443.00M
Canadian Exports \$	65.00M	\$ 62.00M	\$ 70.00M	\$ 59.20M
Canadian Share of Import Market	18.60%	17.70%	10.30%	13.40%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 011 AUSTRALIA	010 %
iii) 192 PEOPLE'S REP OF CHINA	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) ALFALFA PELLETS, CUBES	\$ 195.00 M
ii) HAY PRPRODUCTS	\$ 110.00 M
iii) OILSEED SCREENINGS	\$ 12.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

CANADA MUST NEGOTIATE A FUMIGATION PROTOCOL FOR HAY PRODUCTS.  
THIS IS EXPECTED TO TAKE TWO YEARS.

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CANADA MUST CONDUCT FUMIGATION TESTS AND NEGOTIATE A PROTOCOL FOR HAY PRODUCTS, TO MEET JAPANESE PHYTOSANITARY REQUIREMENTS FOR IMPORTED BALED HAY.

Results Expected: ACCESS TO LONG-FIBRE BVALED HAY MARKET OF \$100 MILLION PER YEAR. POTENTIAL SALES \$25-35 MILLION ANNUALLY BY 1995.

Activity: ORGANIZE FEEDING TRIALS USING DEHYDRATED ALFALFA PELLETS.

Results Expected: MARKET MAINTENANCE/EXPANSION OF CURRENT SALES BY 25% (\$10 MILLION/ YEAR).

Activity: ASSIST CANADIAN EXPORTERS IN DEVELOPING NEW MARKETING TECHNIQUES AND PACKAGING METHODS TO MINIMIZE STORAGE AND HANDLING COSTS.

Results Expected: INCREASED REVENUE TO CANADIAN EXPORTERS OF \$3-5 MILLION OVER 5 YEARS.

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

Activity: TECHNICAL PRESENTATIONS TO LARGE FEED USERS/IMPORTERS, TO DEMONSTRATE UTILITY OF ALFALFA PRODUCTS.

Results Expected: ADDITIONAL ALFALFA PRODUCT SALES OF \$10-20 MILLION ANNUALLY.

Activity: INITIATE A REPORT OF PRICES AND IMPORT VOLUMES OF FEEDSTUFFS TO ASSIST THE CANADIAN EXPORTERS IN THEIR MARKETING ACTIVITIES.

Results Expected: CANADIAN EXPORTERS WILL BE IN A BETTER SITUATION TO MAKE MARKETING/PRICING DECISIONS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 021 FISH &amp; SHELLFISH &amp; OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 13000.00M	\$ 2000.00M	\$ 9325.00M	\$ 6747.00M
Canadian Exports	\$ 550.00M	\$ 500.00M	\$ 453.00M	\$ 327.00M
Canadian Share of Import Market	4.20%	4.20%	4.90%	4.80%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	017 %
ii) 268 KOREA	015 %
iii) 434 TAIWAN	014 %
iv) 192 PEOPLE'S REP OF CHINA	005 %
v) 214 INDONESIA	005 %
vi) 520 THAILAND	005 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) PACIFIC HERRING ROE	\$ 156.00 M
ii) SALMON	\$ 744.00 M
iii) CRAB	\$ 309.00 M
iv) ATLANTIC HERRING ROE	\$ 63.00 M
v) CAPELIN	\$ 80.00 M
vi) LOBSTER	\$ 10.00 M
vii) RED FISH	\$ 30.00 M
viii) BLACK COD	\$ 120.00 M
ix) SMELT	\$ 5.00 M
x) SALMON ROE	\$ 110.00 M

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PROMOTE CANADIAN SEAFOOD AT EVERY OPPORTUNITY UNDER CANADA FOOD FAIR PROGRAM.

Results Expected: DEVELOP HIGH QUALITY IMAGE FOR CANADIAN SEAFOOD AND BUILD TRADE AND CONSUMER AWARENESS.

Activity: CONTINUE TO PRESS MARKET ACCESS ISSUE IQ ON HERRING, SQUID COD; TARIFF ON HERRING ROE.

Results Expected: IMPROVED MARKET ACCESS AND RETURNS TO CANADIAN FISHERIES SECTOR.

Activity: PREPARATION OF MARKET PROFILES ON SPECIES OF PARTICULAR INTEREST TO CANADA-ATLANTIC HERRING ROE, LOBSTER, SEA URCHIN.

Results Expected: IMPROVED KNOWLEDGE OF MARKET SITUATION FOR SELECTED SPECIES.

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

Activity: PROVIDE IMPROVED MARKET INTELLIGENCE INFORMATION OF FISHERIES SECTOR TO CANADIAN INDUSTRY.

Results Expected: PERMIT INDUSTRY TO MAKE MORE INFORMED PRICE/MARKETING DECISIONS.

Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

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

Activity: IDENTIFY MARKET POTENTIAL FOR UNDERUTILIZED SPECIES, EG. SEA URCHIN, SURF CLAM, CAPELIN, DOGFISH.

Results Expected: DEVELOP INCREASED EXPORT BUSINESS FOR UNDERUTILIZED SPECIES.

Activity: PROMOTION OF ATLANTIC LOBSTER IN HOTELS, RESTAURANTS AND SUPERMARKETS.

Results Expected: INCREASE IN SALES FROM \$8 MILLION TO \$20 MILLION IN 12 MONTHS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 003 GRAINS AND OILSEEDS

Subsector: 031 CEREAL GRAINS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3800.00M	\$ 3600.00M	\$ 4200.00M	\$ 3324.00M
Canadian Exports \$	425.00M	\$ 400.00M	\$ 475.00M	\$ 540.00M
Canadian Share of Import Market	11.20%	11.10%	11.30%	12.50%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	055 %
ii) 011 AUSTRALIA	015 %
iii) 192 PEOPLE'S REP OF CHINA	005 %
iv) 288 SOUTH AFRICA	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) WHEAT	\$ 885.00 M
ii) FEED BARLEY	\$ 175.00 M
iii) FEED WHEAT	\$ 200.00 M
iv) DURUM WHEAT	\$ 30.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

CANADIAN WHEAT BOARD UNABLE TO BE PRICE-COMPETITIVE FOR FEED

WHEAT DUE TO TENDERING PROCESS.

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DEPARTMENT OF EXTERNAL AFFAIRS

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Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: STUDY IMPACT OF MAFF CROP DIVERSIFICATION PROGRAM ON JAPANESE PRODUCTION AND IMPORTS OF WHEAT AND BARLEY.

Results Expected: DETERMINE IMPACT, IF ANY, ON CANADIAN GRAIN EXPORTS TO JAPAN.

Activity: SUBMISSION OF REGULARLY-SCHEDULED WHEAT AND COURSE GRAIN REPORTS AND AD-HOC REPORTS ON JAPANESE SITUATION WHICH MAY IMPACT ON CDN GRAIN EXPORTS TO JAPAN.

Results Expected: MAINTAIN AND HOPEFULLY EXPAND CANADA'S SHARE OF THE JAPANESE GRAIN MARKET.

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

Activity: STUDY IMPEDIMENTS TO SALE OF CANADIAN FEED WHEAT TO JAPAN (FOB VS C & F SALES, TENDER PROCEDURES ETC.)

Results Expected: LARGER SHARE OF \$200 MILLION JAPANESE MARKET FOR CANADIAN FEED WHEAT.

Activity: ANALYSE THE IMPACT OF THE HIGH PRICES CHARGED BY THE FOOD AGENCY WHEN SELLING CANADIAN WHEAT TO THE MILLERS.

Results Expected: A REDUCTION IN THE WHEAT PRICE WOULD CONTRIBUTE TO INCREASED CONSUMPTION.

Activity: REPORT ON THE IMPORT POTENTIAL FOR MIXED PRODUCTS SUCH AS BREAD MIXES AND PROCESSED PRODUCTS.

Results Expected: INCREASE THE EXPORT OF PROCESSED GRAIN PRODUCTS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 003 GRAINS AND OILSEEDS

Subsector: 032 OILSEEDS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2800.00M	\$ 2650.00M	\$ 2600.00M	\$ 2687.00M
Canadian Exports \$	475.00M	\$ 425.00M	\$ 430.00M	\$ 579.00M
Canadian Share of Import Market	17.00%	16.00%	16.50%	21.50%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 344 MALAYSIA	010 %
iii) 047 BRAZIL	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) CANOLA SEED 486	\$ 486.00 M
ii) FOOD-GRADE SOYBEANS	\$ 250.00 M
iii) CANOLA OIL AND MEAL	\$ 40.00 M
iv) FLAXSEED	\$ 22.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:

EXPORT VOLUME IS GROWING BUT PRICES REMAIN DEPRESSED. TOTAL VALUE OF EXPORT SALES HAS DECLINED IN RECENT YEARS, DESPITE GROWTH IN VOLUME.

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: WORK TO STRENGTHEN BUSINESS RELATIONSHIPS IN CANOLA SECTOR, BUILDING ON GOODWILL OF PAST 10-15 YEARS.

Results Expected: ADDITIONAL MARKET SHARE GROWTH FOR CANOLA SEED, OIL AND MEAL IN JAPAN.

Activity: MONITOR AND REPORT ON DEVELOPMENTS IN JAPANESE OILSEEDS MARKET WHICH COULD IMPACT ON CANADIAN EXPORTS.

Results Expected: MAINTENANCE OF CANADIAN SALES OF CANOLA, FLAXSEED, SOYBEANS TO JAPAN.

Activity: LIAISE WITH JAPANESE GOVERNMENT AND INDUSTRY CONTACTS RE OIL TARIFF ISSUE, OTHER POSSIBLE MARKET LIBERALIZATION INITIATIVES.

Results Expected: EXPANSION OF CANOLA PRODUCT SALES IN JAPAN.

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

Activity: INVESTIGATE LEVEL OF CANADIAN INTEREST IN FLAXSEED MARKET DEVELOPMENT AND RESEARCH ACTIVITIES.

Results Expected: INCREASED SALES OF CANADIAN FLAXSEED, BY \$5-10 MILLION ANNUALLY.

Activity: REVIEW PRECONSULTATIONS/CONSULTATIONS FORMATS TO ASCERTAIN WHERE ADDITIONAL IMPROVEMENTS CAN BE MADE.

Results Expected: MAXIMIZE USEFULNESS OF BILATERAL MEETINGS; STRENGTHEN RELATIONSHIP.

Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

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

Activity: WORK WITH CANOLA OIL PROCESSORS, DISTRIBUTORS, RETAILERS TO INTRODUCE IDENTIFIED CANOLA OIL AT RETAIL LEVEL.

Results Expected: CREATE CANOLA OIL PRODUCT AWARENESS AT CONSUMER LEVEL, ENHANCING OIL SALES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 041 AEROSPACE &amp; MARINE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3210.00M	\$ 2617.00M	\$ 2446.00M	\$ 2286.00M
Canadian Exports \$	40.00M	\$ 13.00M	\$ 12.90M	\$ 10.00M
Canadian Share of Import Market	1.20%	0.50%	0.50%	0.44%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	081 %
ii) 051 UNITED KINGDOM	004 %
iii) 507 SWEDEN	001 %
iv) 112 FRANCE	001 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports  
In Canadian \$

i) HELICOPTER HAUL DOWN	\$ 6.00 M
ii) AIRCRAFT ENGINE PARTS	\$ 1.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- competitive export pricing for this market

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE ACTIVE SUPPORT OF CANADAIR IN JSDA MARKETING PROGRAM.

Results Expected: 2 AIRCRAFT FOR FLIGHT CHECKING PROGRAM.

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

Activity: NEW CONTACT PROGRAM WITH SENIOR OFFICER OF JAPAN SELF DEFENCE FORCES AND MAJOR TRADING COMPANIES TO INTRODUCE CANADIAN DEFENCE CAPABILITIES.

Results Expected: WITH JDSF PROCUREMENT EXPANDING AND ITS DESIRE TO DIVERSIFY SOURCING TO OTHER US COMPATIBLE SUPPLIERS EXPECT SIGNIFICANT PROSPECTS FOR VARIOUS AEROSPACE AND MARINE SUB-SYS-

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL &amp; ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2450.00M	\$ 2100.00M	\$ 1800.00M	\$ 1642.00M
Canadian Exports \$	40.00M	\$ 23.00M	\$ 18.00M	\$ 16.00M
Canadian Share of Import Market	1.60%	1.10%	1.00%	1.00%

## Major Competing Countries

## Market Share

- |                                 |       |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 085 % |
| ii) 051 UNITED KINGDOM          | 002 % |

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) FLIGHT INSPECTION SYSTEM	\$ 14.00 M
ii) INERTIAL NAV. SYSTEM	\$ 3.00 M
iii) DOPPLER RADARS	\$ 2.00 M
iv) MAD COMPENSATORS	\$ 2.00 M
v) AIR TEMP CONTROL UNITS	\$ 2.00 M
vi) CRASH POSITION INDIC	\$ 2.00 M
vii) LICENSING ARRANGEMENTS	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: CONTACT PROGRAM WITH SENIOR PURCHASING OFFICIALS OF ALL BRANCHES OF JSDF AND MAJOR TRADING COMPANY SUPPLIERS.

Results Expected: PROSPECTS FOR DIRECT EXPORT AND MANUFACTURE UNDER LICENSE IN JAPAN FOR VARIETY OF CANADIAN DEFENCE ELECTRONIC EQUIPMENT ARE QUITE SIGNIFICANT. CONTACT PROGRAM WILL GENERATE AREAS/

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2400.00M	\$ 1800.00M	\$ 1575.00M	\$ 1323.00M
Canadian Exports \$	55.00M	\$ 39.00M	\$ 36.00M	\$ 20.00M
Canadian Share of Import Market	2.40%	2.20%	2.20%	1.50%

## Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	045 %
ii) 128 GERMANY WEST	008 %
iii) 051 UNITED KINGDOM	025 %
iv) 112 FRANCE	006 %
v) 434 TAIWAN	003 %
vi) 268 KOREA	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DIGITAL SWITCHING EQPT	\$ 40.00 M
ii) VALUE ADDED NETWORK EQPT	\$ 15.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: DEVELOPING COOPERATIONS BETWEEN CANADIAN TELECOM INDUSTRY AND JAPANESE FIRMS.

Results Expected: TO FOLLOW UP WITH JAPANESE FIRMS AFTER TELECOM SEMINARS OF SEPT 87.

Activity: MARKETING CANADIAN ELECTRONICS COMPONENTS (SEMICONDUCTORS, IC)

Results Expected: TO SET UP JAPANESE AGENTS.

Activity: ENCOURAGING JAPANESE COMPANIES TO MAKE INVESTMENT FOR HOME APPLIANCES.

Results Expected: TO DEVELOP JOINT VENTURES AND LICENSES.

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

Activity: SEEKING JOINT VENTURES AND LICENSES IN MICROELECTRONICS.

Results Expected: TO ORGANIZE JAPANESE INVESTMENT IN MICROELECTRONICS.

Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

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

Activity: MARKETING CANADIAN ELECTRONICS COMPONENTS INDUSTRY IN JAPAN.

Results Expected: TO SET UP JAPANESE AGENTS.

Activity: ENCOURAGING JAPANESE COMPANIES TO MAKE INVESTMENT FOR HOME APPLIANCES (VIDEO, CD)

Results Expected: TO APPROACH TO MAJOR JAPANESE FIRMS (HITACHI, MATSUSHITA, SANYO, SHARP).

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 054 COMPUTERS, SOFTWARE &amp; SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2900.00M	\$ 2660.00M	\$ 2100.00M	\$ 1514.00M
Canadian Exports \$	41.00M	\$ 36.00M	\$ 20.00M	\$ 15.00M
Canadian Share of Import Market	1.40%	1.40%	1.20%	1.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	076 %
ii) 128 GERMANY WEST	006 %
iii) 434 TAIWAN	005 %
iv) 268 KOREA	004 %
v) 051 UNITED KINGDOM	002 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports

i) DATA PROCESSING EQPT	In Canadian \$	\$ 18.00 M
ii) PARTS FOR DATA PROCESSING EQPT	\$	12.00 M
iii) SOFTWARE	\$	10.00 M
iv) COMPUTER STORAGE UNITS.	\$	8.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MARKETING CANADIAN SOFTWARES (CHINESE WORD PROCESSORS, GEOPHYSICAL SURVEY SOFTWARES).

Results Expected: TO SET UP JAPANESE AGENTS

Activity: DEVELOPING COOPERATIONS FOR CANADIAN ELECTRONICS INDUSTRY.

Results Expected: FOLLOW UP PJAPANESE POTENTIAL COMPANIES ESPECIALLY TELECOM FIRMS.

Activity: ENCOURAGING JAPANESE COMPANIES TO MAKE INVESTMENTS FOR ELECTRONICS INDUSTRY IN CANADA.

Results Expected: FOLLOW UP JAPANESE COMPANIES (HITACHI, MITSUBISHI, SANYO, SHARP)

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

Activity: MARKETING CANADIAN ELECTRONICS PRODUCTS FOR COOPERATION WITH JAPANESE COMPANIES.

Results Expected: TO DEVELOP JOINT VENTURES AND LICENSES.

Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

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

Activity: MARKETING CANADIAN SOFTWARE IN JAPANESE MARKET.

Results Expected: TO SET UP JAPANESE DISTRIBUTORS.

Activity: ORGANIZING VARIOUS MARKETING AND TECHNICAL SEMINAR FOR CANADIAN MICROELECTRONICS AND SOFTWARES.

Results Expected:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 006 ELECTRONICS EQUIP. &amp; SERV

Subsector: 061 PRODUCTS &amp; COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2400.00M	\$ 2010.00M	\$ 1800.00M	\$ 1464.00M
Canadian Exports \$	50.00M	\$ 40.00M	\$ 16.00M	\$ 14.00M
Canadian Share of Import Market	2.10%	1.90%	0.80%	1.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 128 GERMANY WEST	021 %
iii) 268 KOREA	013 %
iv) 434 TAIWAN	010 %
v) 051 UNITED KINGDOM	001 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) CHROMOTOGRAPH & X-RAY EQPT	\$ 25.00 M
ii) CIRCUIT BOARD & COMPONENTS	\$ 1.50 M
iii) AUDIO SPEAKERS	\$ 1.00 M
iv) INSTRUMENTATION	\$ 11.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospects which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: JAPANESE ELECTRONIC INDUSTRIES CONTACT PROGRAM TO ASSESS INVESTMENT PLANS FOR NORTH AMERICAN FACILITIES.

Results Expected: FIVE TO EIGHT POSITIVE INVESTMENT PROSPECTS.

Activity: MARKETING SUPPORT FOR CANADIAN ELECTRONICS COMPONENT MANUFACTURERS (SEMICONDUCTORS, IC)

Results Expected: INCREASED RECEPTIVITY OF JAPANESE COMPANIES AND COMPETITIVE PRICING HAS OPENED VARIOUS NEW MARKET OPPORTUNITIES WHICH WILL INCREASE EXPORTS OF COMPONENTS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 073 NUCLEAR

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	198.00M	\$ 168.00M	\$ 153.00M	\$ 159.00M
Canadian Exports \$	21.00M	\$ 14.00M	\$ 10.00M	\$ 9.00M
Canadian Share of Import Market	10.60%	8.40%	6.50%	5.60%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	081 %
ii) 112 FRANCE	013 %
iii) 128 GERMANY WEST	003 %
iv) 051 UNITED KINGDOM	002 %
v) 507 SWEDEN	001 %

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

## Current status of Canadian exports:

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) CANDU REACTOR	\$ 0.00 M
ii) ENGINEERING SERVICES	\$ 3.45 M
iii) ISOTOPIES	\$ 2.85 M
iv) HEAVY WATER	\$ 0.70 M
v) IRRADIATORS	\$ 1.73 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: CANDU  
Approximate Value: \$ 2200 M  
Financing Source: 025 OTHER  
For further info. please contact:  
WINDFIELD/KIYOHARA, EMBASSY
- ii) Project Name: SUPPLY OF HEAVY WATER & ENG. SERV. FOR DEM. OF THE ADVANCE THERMAL REACTOR

Approximate Value: \$ 150 M  
Financing Source: 025 OTHER  
For further info. please contact:  
WINDFIELD/KIYOHARA, EMBASSY

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Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:  
LARGEST EXPORT OPPORTUNITY CONSISTS OF A SALE OF A CANDU. MARKETING EFFORTS ARE CURRENTLY GOING ON AND A SALE COULD BE CONCLUDED BY 1991.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: CONTINUATION OF REPRESENTATIONS BY CANADIAN MINISTERS TO THEIR JAPANESE COUNTERPARTS ON EVERY SUITABLE OCCASION.

Results Expected: INCREASED PRESSURE TO PURCHASE THE CANDU AND OTHER CANADIAN NUCLEAR TECHNOLOGY AND EQUIPMENT.

Activity: CONTINUATION OF TIMELY VISITS BY AECL EXECUTIVES TO MEET WITH ELECTRIC POWER DEVELOPMENT CO. (EPDC), MITI, ATOMIC ENERGY COMMISSION AND OTHER KEY PLAYERS TO MOVE FORWARD TO DECISION MAKING PROCESS ON A CANDU PURCHASE, FOLLOWING NOV/86 POSITIVE RULING BY JAP/

Results Expected: COMMITMENT BY EPDC TO PURCHASE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2553.00M	\$ 2455.00M	\$ 2364.00M	\$ 1690.00M
Canadian Exports \$	42.20M	\$ 38.20M	\$ 35.50M	\$ 20.40M
Canadian Share of Import Market	1.70%	1.50%	1.50%	1.20%

Major Competing Countries	Market Share
i) 609 EUROPEAN COMMON MARKET C	038 %
ii) 577 UNITED STATES OF AMERICA	025 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) WINDSHIELDS	\$ 25.00 M
ii) HOSE CLAMPS	\$ 4.00 M
iii) PLASTIC ACCESSORIES	\$ 3.00 M
iv) TIRES	\$ 2.60 M
v) JACKS	\$ 1.50 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO PROMOTE INVESTMENTS BY JAPANESE AUTO PARTS COMPANIES VIA TECHNOLOGY TRANSFER JV OR DIRECT INVESTMENTS.

Results Expected: INCREASED EXPORTS AND SUPPLY TO JAPANESE ASSEMBLY PLASTICS IN N. A.

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

Activity: INCREASE MEMBER OF CONTACT CALLS TO JAPANESE AUTO PARTS.

Results Expected: 10 TO 15 NEW INVESTMENTS/JV OVER THE NEXT 18 MONTHS.

Activity: ASSIST JAPANESE AUTO ASSEMBLERS WITH LOCAL PROCUREMENT PLANS IN CANADA INCLUDING SPECIAL FOCUS ON SUPPLY OF BASIC MATERIALS (STEEL, NON-FERROUS METALS, PLASTICS).

Results Expected:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3500.00M	\$ 4636.00M	\$ 3636.00M	\$ 3666.00M
Canadian Exports \$	50.00M	\$ 36.00M	\$ 50.00M	\$ 27.00M
Canadian Share of Import Market	1.40%	0.10%	1.40%	0.73%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	076 %
ii) 112 FRANCE	004 %
iii) 051 UNITED KINGDOM	001 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) FLIGHT SIMULATOR	\$ 25.00 M
ii) CANADIAN CHALLENGER	\$ 25.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CHALLENGER SALES EFFORTS TO COMMERCIAL CUSTOMERS.

Results Expected: ESTIMATED SALES OF TWO AIRCRAFT PER YEAR.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	6936.00M	\$ 6605.00M	\$ 5598.00M	\$ 5052.00M
Canadian Exports \$	964.00M	\$ 918.00M	\$ 778.00M	\$ 676.00M
Canadian Share of Import Market	13.90%	13.90%	13.90%	13.60%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	033 %
ii) 344 MALAYSIA	030 %
iii) 553 UNION OF SOVIET SOC REP	011 %
iv) 214 INDONESIA	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) 2X4 DIMENSION LUMBER	\$ 172.00 M
ii) PLYWOOD	\$ 0.00 M
iii) HARWOOD LUMBER	\$ 0.00 M
iv) FLOORING	\$ 0.00 M
v) LOG HOMES	\$ 0.00 M
vi) MANUFACTURED WOOD PRODUCTS	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- high tariffs
- non-tariff protectionist measures which are difficult to overcome

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUED EFFORTS TO INFLUENCE REVISION OF BUILDING CODE IN DIRECTION TO BENEFIT CANADIAN TRADE INTEREST.

Results Expected: REVISION TO ALLOW GREATER USE OF WOOD IN CONSTRUCTION SPECIFICALLY 3-STOREY 2X4 MULTI FAMILY URBAN USE.

Activity: CONTINUED RESEARCH OF MARKET FOR BUILDING MATERIALS E. G. KITCHEN CABINETS, DOORS, WINDOWS, STAIRCASES, ETC.

Results Expected: INCREASED CONTACT WITH JAPANESE IMPORTERS/ CANADIAN SUPPLIERS.

Activity: CONTINUED INVOLVEMENT IN DEVELOPMENT OF GATT CASE ON SPF DIMENSION LUMBER.

Results Expected: REMOVAL OF 8% TARIFF.

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

Activity: ANALYSIS, REPORTING, AND TRADE PROMOTIONAL ACTIVITIES FOR FOLLOWING EMERGING AND INCREASINGLY IMPORTANT MARKETS: LOG HOMES, FLOORING, PLYWOOD LUMBER.

Results Expected: INCREASED CANADIAN INVOLVEMENT IN THE JAPANESE MARKET.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1757.00M	\$ 1673.00M	\$ 1481.00M	\$ 1335.00M
Canadian Exports \$	694.00M	\$ 661.00M	\$ 585.00M	\$ 505.00M
Canadian Share of Import Market	39.50%	39.50%	39.50%	37.80%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	036 %
ii) 047 BRAZIL	007 %
iii) 370 NEW ZEALAND	005 %
iv) 288 SOUTH AFRICA	005 %
v) 507 SWEDEN	004 %
vi) 068 CHILE	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) COATED PAPERS	\$ 0.00 M
ii) BUSINESS FORMS PAPER	\$ 0.00 M
iii) NEWSPRINT	\$ 431.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUED SURVEY OF PULP AND PAPER COMPANIES' OVERSEAS INVESTMENT AND EXPANSION PLANS.

Results Expected: IDENTIFICATION OF INVESTMENT OPPORTUNITIES FOR CANADA.

Activity: MARKET SURVEY OF VALUE-ADDED COATED AND BUSINESS PAPERS.

Results Expected: IDENTIFICATION OF MARKET, INVESTMENT AND TECHNOLOGICAL COOPERATION OPPORTUNITIES, DEVELOPMENT OF EXPORT STRATEGY, INCREASED BUSINESS CONTACTS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 102 MINERALS AND MINERAL PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	16975.00M	\$16167.00M	\$12934.00M	\$13492.00M
Canadian Exports \$	2302.00M	\$ 2191.00M	\$ 1726.00M	\$ 1745.00M
Canadian Share of Import Market	13.50%	13.50%	13.30%	12.90%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	036 %
ii) 577 UNITED STATES OF AMERICA	014 %
iii) 288 SOUTH AFRICA	006 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUED AD HOC REPORTING ON INDUSTRY RESTRUCTURING, SHIFT IN GOVERNMENT POLICIES E.G. STOCKPILE SCHEME

Results Expected: IDENTIFICATION OF NEW TRADE AND INVESTMENT OPPORTUNITIES IN JAPAN AND CANADA; BASIS FOR BROADER INDUSTRY ANALYSES OF IMPACT ON WORLD TRADE.

Activity: MINERALS REPORTS: MONTHLY REPORTS AND ANALYSES OF TRADE, PRODUCTION, CONSUMPTION TRENDS BY COMMODITY.

Results Expected: PROVISION OF CURRENT INFO TO GOVERNMENT AND PRIVATE SECTOR RE JAPANESE DEVELOPMENTS; BASIS FOR SHIFTS IN MARKET STRATEGIES.

Activity: COAL AND STEEL REPORTS; MONTHLY REPORTS AND ANALYSES OF TRADE, PRODUCTION AND CONSUMPTION TRENDS

Results Expected: PROVISION OF CURRENT INFO TO ASSIST COMPANIES IN DEVELOPING MARKET STRATEGIES.

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

Activity: ANALYSIS OF MARKET POTENTIAL FOR RARE EARTHS AND METALS

Results Expected: IDENTIFICATION OF EXPORT/LICENSING/JOINT VENTURE OPPORTUNITIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 104 METALS, PRIMARY &amp; FABRICATED

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	5600.00M	\$ 5300.00M	\$ 5078.00M	\$ 5616.00M
Canadian Exports \$	170.00M	\$ 160.00M	\$ 147.00M	\$ 215.00M
Canadian Share of Import Market	3.00%	3.00%	2.90%	3.80%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	011 %
ii) 577 UNITED STATES OF AMERICA	011 %
iii) 288 SOUTH AFRICA	010 %
iv) 553 UNION OF SOVIET SOC REP	009 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is slower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:

N

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUED EFFORTS TO PROMOTE CONTACTS BETWEEN JAPANESE AND CANADIAN INDUSTRIES IN CERAMICS AND OTHER ADVANCED INDUSTRIAL MATERIALS.

Results Expected: LICENCING AND JOINT VENTURE PROJECTS IN BOTH CANADA AND JAPAN.

Activity: CONTINUED REPORTING ON JAPANESE POSITION IN INTRNATIONAL COMMODITY GROUPS.

Results Expected:

Activity: CONTINUED MONTHLY NANALYSIS OF MARKET DEVELOPMENTS CONCERNING METALS TRADE.

Results Expected: IMPROVE INFORMATION BASE FOR PRIVATE SECTOR.

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

Activity: MONITORING DEVELOPMENT OF ANTI-ASBESTOS SENTIMENT IN JAPAN AND DEVELOPMENT OF STRATEGY TO HANDLE IT.

Results Expected: PRE-EMPT RESTRICTED LAWS RE USE OF ACBESTOS; PROTECT CANADIAN MARKET SHARE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 113 PETROLEUM AND PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	9553.90M	\$ 9099.00M	\$ 8635.70M	\$ 8482.00M
Canadian Exports \$	109.10M	\$ 102.00M	\$ 20.60M	\$ 0.00M
Canadian Share of Import Market	1.10%	1.10%	0.04%	0.00%

## Major Competing Countries

## Market Share

i) 467 SINGAPORE	016 %
ii) 577 UNITED STATES OF AMERICA	014 %
iii) 322 SAUDI ARABIA	013 %
iv) 214 INDONESIA	010 %
v) 311 KUWAIT	006 %
vi) 192 PEOPLE'S REP OF CHINA	006 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) GASOLINE	\$ 475.40 M
ii) GAS OIL	\$ 715.80 M
iii) FUEL OIL A	\$ 324.40 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- competitive export pricing for this market

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: REPORT ON RESTRUCTURING OF JAPANESE INDUSTRY, LIBERALIZATION OF MARKET.

Results Expected: INCREASED AWARENESS OF OPPORTUNITIES FOR INCREASED EXPORTS

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

Activity: INFORM CANADIAN INDUSTRY OF LONG-TERM POTENTIAL OF JAPANESE MARKET GIVEN MOVE TO LIBERALIZATION.

Results Expected: INCREASED CONTACT WITH CANADIAN EXPORTERS

Activity: ASSESS MARKET POTENTIAL FOR PETROLEUM PRODUCTS.

Results Expected: INCREASED EXPORTS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 012 PETROCHEM &amp; CHEM PROD. EQP. SERV

Subsector: 121 CHEM &amp; PETROCHEM PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	14566.50M	\$13872.90M	\$13611.70M	\$ 8780.80M
Canadian Exports \$	348.00M	\$ 332.00M	\$ 325.50M	\$ 356.20M
Canadian Share of Import Market	2.39%	2.39%	2.39%	4.06%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	037 %
ii) 128 GERMANY WEST	013 %
iii) 112 FRANCE	006 %
iv) 512 SWITZERLAND	006 %
v) 051 UNITED KINGDOM	005 %
vi) 192 PEOPLE'S REP OF CHINA	004 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) SODIUM CHLORATE	\$ 9.30 M
ii) STYRENE MONOMER	\$ 194.30 M
iii) ETHYLENE DICHLORIDE	\$ 235.10 M
iv) LDPE	\$ 86.60 M
v) METHANOL	\$ 154.90 M
vi) ETHYLENE GLYCOL	\$ 112.20 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- high tariffs
- other factor(s) described by the Trade Office as follows:

JAPANESE DOMESTIC PRICES ARE LOWER THEN IN OTHER MARKETS. CANADIAN EXPORTERS ARE ACTIVE IN MORE ATTRACTIVE MARKETS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ANALYSIS AND REPORTING ON RESTRUCTURING OF CHEMICAL INDUSTRY IN JAPAN.

Results Expected: IDENTIFICATION OF TRADE/INVESTMENT OPPORTUNITIES.

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

Activity: ANALYZE AND REPORT ON "NEW CHEMISTRY" AND SPECIALTY CHEMICAL SECTORS.

Results Expected: IDENTIFICATION OF TRADE/INVESTMENT OPPORTUNITIES; INCREASED CONTACT FOR CANADIAN SUPPLIERS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 013 CONSUMER PRODUCTS

Subsector: 131 APPAREL (CLOTH, FUR, SHOES) TEXT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1967.00M	\$ 1789.00M	\$ 1722.00M	\$ 1473.00M
Canadian Exports \$	38.00M	\$ 33.00M	\$ 31.00M	\$ 22.10M
Canadian Share of Import Market	1.90%	1.80%	1.80%	1.50%

## Major Competing Countries

## Market Share

i) 189 HONG KONG	075 %
ii) 577 UNITED STATES OF AMERICA	086 %
iii) 612 SCANDINAVIA	080 %
iv) 577 UNITED STATES OF AMERICA	026 %
v) 577 UNITED STATES OF AMERICA	008 %
vi) 577 UNITED STATES OF AMERICA	071 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

Current status of Canadian exports:

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) FUR GARMENTS	\$ 659.00 M
ii) FUR SKINS	\$ 250.00 M
iii) FLOOR COVERING	\$ 350.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO PROVIDE THE JAPANESE FUR INDUSTRY WITH REGULAR INFORMATION FROM CANADA.

Results Expected: TO CREATE MORE INTEREST IN THE MONTREAL FUR SHOW AND THUS INCREASE IMPORTS BY APPROX. 2 MILLION DOLLARS NEXT YEAR.

Activity: TO MEET WITH THE JAPAN FUR ASSOCIATION TO EVALUATE THE RESULTS OF OUR PUBLICITY IN JAPAN.

Results Expected: TO INCREASE AWARENESS OF CANADIAN FURS IN JAPAN.

Activity: TO MEET WITH VARIOUS AGENTS IN THE APPAREL INDUSTRY TO EVALUATE PROGRESS OVER THE PAST YEAR.

Results Expected: TO STIMULATE AGENTS TO GET MORE AGGRESSIVE AND PARTICIPATE IN REGIONAL FAIRS.

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

Activity: TO INTENSIFY PUBLICITY AT THE CANADA TRADE CENTER WITH REGARD TO FUR GARMENTS.

Results Expected: TO GET MORE CUSTOMERS BY GETTING BETTER KNOWN . WE HOPE TO DOUBLE THIS YEAR'S SALES.

Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

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

Activity: TO ASSIST CANADIAN COMPANIES VISITING JAPAN.

Results Expected: TO INCREASE NUMBER OF CANADIAN COMPANIES SELLING IN JAPAN.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 013 CONSUMER PRODUCTS

Subsector: 132 JEWELRY &amp; GIFTWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	145.00M	\$ 137.00M	\$ 133.00M	\$ 122.00M
Canadian Exports \$	3.00M	\$ 2.60M	\$ 2.40M	\$ 2.20M
Canadian Share of Import Market	2.00%	1.80%	1.80%	1.80%

## Major Competing Countries

## Market Share

- i) 577 UNITED STATES OF AMERICA
- ii) 268 KOREA

032 %  
027 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

5-15 \$M

Current status of Canadian exports:

Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

In Canadian \$

- i) COSTUME JEWELLERY
- ii) GIFTWARE

\$ 100.00 M  
\$ 19.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO CONTACT OUTLETS CURRENTLY SELLING CANADIAN JEWELLERY.

Results Expected: TO INCREASE SALES NEXT YEAR.

Activity: TO FOLLOW UP ON REQUESTS RE IMPORT OF CANADIAN JEWELLERY.

Results Expected: TO GET NEW DISTRIBUTORS.

Activity: TO MEET WITH AGENTS AND REVIEW THEIR IMPORT/DISIRIBUTION STRATEGY.

Results Expected: TO OPEN NEW DISTRIBUTION OUTLETS.

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

Activity: TO ENCOURAGE NEW ENTRANTS INTO THE MARKET.

Results Expected: TO DOUBLE OUR SALES IF POSSIBLE.

Activity: TO MEET WITH LOCAL AGENTS ON A REGULAR BASIS AND ASSIST THEM RE PUBLICITY AND PARTICIPATION IN FAIRS.

Results Expected: TO INCREASE THE NUMBER OF DISTRIBUTIONS AND GET BETTER KNOWN.

Activity: TO KEEP OTTAWA INFORMED OF MARKET EVOLUTION.

Results Expected: TO ATTRACT NEW EXPORTERS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 013 CONSUMER PRODUCTS

Subsector: 133 CULTURE INDUSTRIES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1200.00M	\$ 1100.00M	\$ 1000.00M	\$ 857.00M
Canadian Exports \$	0.90M	\$ 0.80M	\$ 0.90M	\$ 0.60M
Canadian Share of Import Market	0.75%	0.70%	0.90%	0.07%

## Major Competing Countries

## Market Share

i) 192 PEOPLE'S REP OF CHINA	075 %
ii) 577 UNITED STATES OF AMERICA	035 %
iii) 112 FRANCE	044 %
iv) 434 TAIWAN	030 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) ARTS AND CRAFTS	\$ 560.00 M
ii) SHEET MUSIC/RECORDS/FILMS	\$ 45.00 M
iii) SCULPTURES	\$ 56.00 M
iv) JADE CARVING	\$ 0.00 M
v) SOAPSTONE CARVING	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO WORK CLOSELY WITH THE GROUP IN CANADA IN CHARGE OF PROMOTING INDIAN ARTS AND CRAFTS IN JAPAN.

Results Expected: TO SELECT ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN.

Activity: TO VISIT GALLERIES THAT SPONSOR CANADIAN ARTISTS.

Results Expected: TO STIMULATE INTEREST IN CANADIAN ART AND GET BETTER UNDERSTANDING ON HOW TO EXPAND BUSINESS.

Activity: TO ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS.

Results Expected: TO OPEN NEW DOORS TO CANADIAN INDUSTRY.

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

Activity: TO INCREASE PUBLICITY OF CANADIAN ARTS AND CRAFTS THROUGH THE CANADA TRADE CENTER.

Results Expected: TO CREATE GREATER AWARENESS OF OUR PRODUCTS.

Activity: TO ASSIST LOCAL AGENTS TO ORGANIZE SOLO SHOWS.

Results Expected: TO CREATE AWARENESS OF CANADIAN PRODUCTS.

Activity: TO USE MAIL ORDER CATALOGUS TO ADVERTISE.

Results Expected: TO INCREASE SALES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 013 CONSUMER PRODUCTS

Subsector: 134 LEISURE PROD. TOOLS HARDWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	270.00M	\$ 255.00M	\$ 250.00M	\$ 267.00M
Canadian Exports \$	2.90M	\$ 2.60M	\$ 2.50M	\$ 0.40M
Canadian Share of Import Market	1.07%	1.00%	1.00%	1.90%

## Major Competing Countries

## Market Share

i) 026 AUSTRIA	042 %
ii) 434 TAIWAN	053 %
iii) 577 UNITED STATES OF AMERICA	054 %

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

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) ICE SKATES	\$ 1.50 M
ii) HOCKEY STICKS	\$ 1.20 M
iii) SPORTS EQUIPMENT	\$ 1.40 M
iv) HARWOOD FLOORING	\$ 63.00 M
v) GARDENING TOOLS	\$ 0.80 M
vi) D. I. Y. PRODUCTS	\$ 215.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO FOLLOW UP ON HINODE MISSION RE INTENT OF PURCHASE.

Results Expected: TO IDENTIFY CLEARLY THE PRODUCTS CANADA SHOULD FOCUS ON.

Activity: TO GET INTRODUCED TO NEW DIY STORES THROUGH DIY ASSOCIATION.

Results Expected: TO CREATE AWARENESS OF WHAT CANADA NOW PRODUCE

Activity: TO MEET WITH SPORTS EQUIPMENT AGENTS.

Results Expected: TO INCREASE SALES.

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

Activity: TO ENCOURAGE AGENTS OF SPORTS EQUIPMENT TO PARTICIPATE IN REGIONAL SHOWS.

Results Expected: TO FIND LOCAL DISTRIBUTORS AND MAKE SPOT SALES.

Activity: TO PROMOTE IDEA OF SELLING CANADIAN DIY PRODUCTS TO JAPANESE HOME BUILDERS.

Results Expected: TO GIVE DIY INDUSTRY INCREASED OPPORTUNITIES TO SELL IN THE JAPANESE MARKET.

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Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

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

Activity: TO SEND MORE BUYERS TO MONTREAL SPORTING GOODS SHOWS.

Results Expected: TO WIDEN RANGE OF PRODUCTS SOLD IN JAPAN.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 013 CONSUMER PRODUCTS

Subsector: 135 FURNITURE &amp; APPLIANCES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	570.00M	\$ 520.00M	\$ 500.00M	\$ 400.00M
Canadian Exports \$	4.40M	\$ 4.00M	\$ 3.50M	\$ 4.00M
Canadian Share of Import Market	0.77%	0.76%	0.70%	1.00%

## Major Competing Countries

## Market Share

i) 434 TAIWAN	042 %
ii) 609 EUROPEAN COMMON MARKET C	041 %
iii) 577 UNITED STATES OF AMERICA	087 %
iv) 609 EUROPEAN COMMON MARKET C	011 %

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

Current status of Canadian exports: Mature with little growth

Products/services for which there are  
good market prospects

Current Total Imports  
In Canadian \$

i) FURNITURE	\$ 360.00 M
ii) APPLIANCES	\$ 52.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of  
some imported products

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by  
some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been  
explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO VISIT OUTLETS SELLING CANADIAN PRODUCTS.

Results Expected: TO STRENGTHEN OUR SHARE OF THE MARKET IN SOME AND ENCOURAGE OTHERS TO SELL PRODUCTS ON A CONTINUED BASIS.

Activity: TO KEEP UP WITH NEW TRENDS IN FURNITURE INDUSTRY.

Results Expected: TO DETERMINE WHICH SECTOR OF THE MARKET THAT COULD BE OF INTEREST TO CANADIAN EXPORTERS.

Activity: TO DIALOGUE WITH FURNITURE ASSOCIATION AND AMIN MANUFACTURERS RE INTEREST IN IMPORTING SPECIFIC ITEMS TO COMPLETE THEIR NEW LINES.

Results Expected: TO GET NEW ENTRANTS INTO THE MARKET.

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

Activity: TO DO MORE PUBLICITY THROUGH THE CANADA TRADE CENTER WITH REGARD TO APPLIANCES.

Results Expected: TO MAINTAIN OUR SHARE OF THE MARKET.

Activity: TO MEET WITH AGENTS MORE OFTEN IN ORDER TO GENERATE MORE INTEREST IN THEIR PROMOTION OF CANADIAN PRODUCTS.

Results Expected: TO FIND NEW WAYS TO MARKET PRODUCTS.

Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

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

Activity: TO ENCOURAGE MORE COMPANIES TO PARTICIPATE IN THE FURNITURE SHOW IN NOVEMBER.

Results Expected: TO GET NEW EXPORTERS IN JAPAN.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 013 CONSUMER PRODUCTS

Subsector: 172 SERVICES NOT ELSEWHERE SPECIF.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	295.00M	\$ 250.00M	\$ 199.00M	\$ 80.00M
Canadian Exports \$	250.00M	\$ 190.00M	\$ 129.00M	\$ 44.00M
Canadian Share of Import Market	85.00%	77.00%	85.00%	55.00%

## Major Competing Countries

## Market Share

i) 288 SOUTH AFRICA	010 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 192 PEOPLE'S REP OF CHINA	003 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects  
i) GOLD COINS

Current Total Imports  
In Canadian \$  
\$ 250.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:  
- high tariffs

Some Canadian exporters to this market in this sector(sub-sector)  
have enjoyed success previously as a result of a variety of  
factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- Canada's position as one of the few major sources of international supply

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO PURSUE HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE.

Results Expected: SALES WOULD MORE THAN DOUBLE IF DUTIES WERE LOWERED.

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

Activity: TO IDENTIFY POTENTIAL COMPETITIVENESS OF NEW ENTRIES INTO THE MARKET (U. S. A. , AUSTRALIA AND OTHERS).

Results Expected: TO FIND MEANS TO KEEP OUR SHARE OF THE MARKET

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 141 PHARMACEUTICALS, BIOTECHNOLOGY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1890.00M	\$ 1780.00M	\$ 1900.00M	\$ 1645.00M
Canadian Exports \$	9.00M	\$ 8.00M	\$ 7.60M	\$ 6.40M
Canadian Share of Import Market	0.47%	0.45%	0.40%	0.38%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	039 %
ii) 512 SWITZERLAND	019 %
iii) 577 UNITED STATES OF AMERICA	013 %
iv) 609 EUROPEAN COMMON MARKET C	075 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) PHARMACEUTICAL PRODUCTS INC. VET MEDICINES	\$ 1400.00 M
ii) MEDICAL & SURGICAL SUPPLIES	\$ 30.00 M
iii) BIOLOGICAL PRODUCTS	\$ 41.00 M
iv) OTHOPAEDIC SUPPLIES	\$ 215.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO FOLLOW UP ON NEW REGULATIONS WITH REGARD TO PHARMACEUTICAL IMPORTS.

Results Expected: TO KEEP POTENTIAL EXPORTERS BETTER INFORMED.

Activity: TO FOLLOW UP ON INQUIRIES

Results Expected: TO INCREASE NUMBER OF IMPORTERS

Activity: TO FOLLOW UP WITH CURRENT AGENTS RE WAYS TO PENETRATE THE MARKET.

Results Expected: TO GET WIDER DISTRIBUTION SYSTEM.

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

Activity: TO SUPPLY INFORMATION ON OPPORTUNITIES IN JAPAN TO CANADA SO THAT INTERESTED COMPANIES CAN PROFIT BY THEM.

Results Expected: TO GET NEW EXPORTERS TO JAPAN.

Activity: TO PUBLISH INFORMATION ON CANADIAN INDUSTRY IN CANADA NEWS IN JAPAN.

Results Expected: TO ATTRACT NEW IMPORTERS.

Activity: TO ENCOURAGE COMPANIES TO PARTICIPATE IN SHOWS AND ASSIST THEM WHEN THEY COME.

Results Expected: TO GET NEW CANADIAN PRODUCTS INTO THE MARKET.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 142 HOSP. &amp; MEDICAL EQUIP, INSTRUM.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1750.00M	\$ 1600.00M	\$ 1400.00M	\$ 1200.00M
Canadian Exports \$	8.00M	\$ 7.00M	\$ 6.00M	\$ 8.40M
Canadian Share of Import Market	0.45%	0.43%	0.40%	0.70%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	073 %
ii) 609 EUROPEAN COMMON MARKET C	022 %
iii) 093 DENMARK	042 %
iv) 609 EUROPEAN COMMON MARKET C	067 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

In Canadian \$

i) HOSPITAL & MEDICAL EQUIPMENT	\$ 971.00 M
ii) OPTICAL INSTRUMENTS	\$ 82.00 M
iii) HEARING AIDS	\$ 13.00 M
iv) X-RAY/RELATED INSTRUMENTS	\$ 160.00 M
v) N	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: AS JAPAN IS NOT A PRIORITY SECTOR FOR DRIE, POST WILL CARY ON WORKING WITH INDIVIDUAL COMPANIES VISITING JAPAN.

Results Expected: TO PROVIDE OPPORTUNITIES TO LOCATE IMPORTERS AND DISTRIBUTORS.

Activity: TO VISIT LOCAL AGENTS TO INFORM THEM ON DEVELOPMENT OF CANADIAN INDUSTRY.

Results Expected: TO STIMULATE INTEREST IN CANADIAN IMPORTS.

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

Activity: TO COLLECT INFORMATION AND REPORT TO OTTAWA AND INDUSTRY ON DEVELOPMENTS AND OPPORTUNITIES.

Results Expected: TO GIVE OPPORTUNITY TO PENETRATE EXPORTERS TO ENTER THE MARKET.

Activity: AS JAPAN FOCUSES ON THIS SECTOR, EFFORTS WILL BE MADE TO ATTRACT CANADIAN COMPANIES TO PARTICIPATE IN TRADE SHOWS.

Results Expected: TO GET NEW EXPORTERS INTO THE MARKET.

Activity: TO ENCOURAGE COMPANIES TO SEND US INFORMATION SO THAT WE CAN ASSIST IN LOCATING IMPORTERS.

Results Expected: TO INCREASE SALES OF NEW PRODUCTS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 143 EDUCATIONAL SERVICES, EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	330.00M	\$ 300.00M	\$ 297.00M	\$ 293.00M
Canadian Exports \$	1.00M	\$ 0.90M	\$ 0.89M	\$ 0.88M
Canadian Share of Import Market	0.33%	0.30%	0.30%	0.30%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	045 %
ii) 051 UNITED KINGDOM	021 %
iii) 128 GERMANY WEST	014 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) BOOKS & PAMPHLETS	\$ 199.00 M
ii) CHILDREN'S PICTURE & PAINTING BOOKS	\$ 3.90 M
iii) PICTURE POSTCARDS & CHRISTMAS/GREETING CARDS	\$ 2.10 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TO CARRY ON LOOKING FOR OPPORTUNITIES AND ADVISE INDIVIDUAL COMPANIES INTERESTED IN JAPAN.

Results Expected: TO RECRUIT INDIVIDUAL COMPANIES TO PARTICIPATE IN FAIRS OR VISIT JAPAN INDIVIDUALLY.

Activity: TO GATHER INFORMATION ON MARKETING OPPORTUNITIES FOR FILMS, LANGUAGE PROGRAMS, OTHER SOFTWARE PRODUCTS.

Results Expected: TO PROVIDE CANADIAN INDUSTRY WITH POTENTIAL BUYERS OR SOFTWARE.

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

Activity: TO KEEP TRACK OF ALL INQUIRIES AND WATCH THEM WITH CANADIAN PRODUCTS.

Results Expected: TO GET WIDE PRESENCE IN THIS MARKET.

Activity: TO ASSIST COMPANIES THAT VISIT JAPAN.

Results Expected: TO INCREASE SALES OF SOFTWARE PRODUCTS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 151 BUILDING PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 500.00M	\$ 500.00M	\$ 500.00M
Canadian Exports \$	1.00M	\$ 1.00M	\$ 1.00M	\$ 1.00M
Canadian Share of Import Market	2.00%	2.00%	2.00%	2.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 434 TAIWAN	000 %
iii) 268 KOREA	000 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$

i) WINDOWS AND DOORS	\$ 0.00 M
ii) COMPOSITE FLOORING	\$ 0.00 M
iii) KITCHEN CABINETS	\$ 0.00 M
iv) PLUMBING FIXTURES	\$ 0.00 M
v) HEAT EXCHANGERS	\$ 0.00 M
vi) INSULATION	\$ 0.00 M
vii) ROOFING	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:

THIS IS A NEW MARKET REQUEST WITH MAJOR POTENTIAL FOR CANADIAN EXPORTERS GIVEN THE STRONG PERFORMANCE OF THE JAPANESE HOUSING SECTOR.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: A MARKET SURVEY FOR THIS SECTOR FOR ALL PRODUCTS.

Results Expected: TRADE FAIR OR TRADE MISSION PARTICIPATION WILL BE ENCOURAGED.

Activity: CONSIDER TRANSLATING A DIRECTORY OF CANADIAN BUILDING PRODUCTS INTO JAPANESE.

Results Expected: INCREASE AWARENESS OF CANADIAN CAPABILITIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 161 MANUFACT &amp; MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	75.00M	\$ 65.00M	\$ 60.00M	\$ 50.00M
Canadian Exports \$	8.00M	\$ 2.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	10.60%	3.10%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	070 %
ii) 128 GERMANY WEST	015 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$  
\$ 2.00 M

i) ROBOTICS VISION SYSTEM

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- the existence of a bilateral economic/trade arrangement between Canada and this country

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PROMOTION OF VISION SENSOR SYSTEMS DEVELOPED BY SERVO ROBOT OF CANADA FOR POSSIBLE IMPLEMENTATION TO JAPANESE ROBOTS.

Results Expected: APPROX. CDN\$ 5 MILLION

Activity: WITHIN FRAMEWORK OF CANADA JAPAN JOINT STATEMENT ON INDUSTRIAL COOPERATION CONTINUE TO PROMOTE INDUSTRY VISITS RELATED TO ADVANCED MANUFACTURING TECHNOLOGIES.

Results Expected: TECHNOLOGY TRANSFER AND IMPROVED PRODUCTIVITY

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

Activity: AS ADDED ELEMENT IN NATIONAL TRADE INITIATIVES-TECHNOLOGY ACQUISITION AND AWARENESS PROGRAMS INVESTIGATE POTENTIAL FOR JAPANESE PRODUCTIVITY EXPERTS TO VISIT CANADA AND REVIEW CANADIAN PROGRAMS IN THIS SECTOR.

Results Expected: PRODUCTIVITY SEMINARS IN CANADA.

Activity: CANADIAN EXPERTISE IN MANIPULATOR SYSTEMS WILL BE INVESTIGATED TO DETERMINE ITS APPLICABILITY TO JAPANESE INTERESTS IN MANUFACTURING TECHNOLOGIES.

Results Expected: SUPPORT BY DRIE WILL BE ESSENTIAL TO IDENTIFY CANADIAN POTEENTIAL TO SUPPLY.

Activity: WITH OTTAWA SUPPORT MANDATORY EFFORTS WILL BE MADE TO MARKET CANADIAN NICHE TECHNOLOGIES IN THIS SECTOR IN JAPAN FOR THIRD COUNTRY PROJECTS.

Results Expected: IDENTIFY 2-3 CANADIAN FIRMS ABLE TO FOLLOW UP THIRD COUNTRY PROJECTS WITH JAPANESE COMPANIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 162 SERVICES INCLUDING CONSULTING

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	800.00M	\$ 400.00M	\$ 200.00M	\$ 150.00M
Canadian Exports \$	20.00M	\$ 30.00M	\$ 0.00M 15	\$ 0.00M
Canadian Share of Import Market	2.50%	7.50%	0.00%	1.00%

## Major Competing Countries

## Market Share

- |                                 |       |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 050 % |
| ii) 051 UNITED KINGDOM          | 025 % |

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$  
\$ 30.00 M

- i) WIND TUNNEL

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 520 TOKYO

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: INVESTIGATION WITH JAPANESE AUTO ASSEMBLERS FOR ADDITIONAL WIND TUNNEL PROSPECTS.

Results Expected: ONE ADDITIONAL SALE WITHIN TWO YEARS.

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 520 TOKYO

Country: 265 JAPAN

## Highlights of Investment Environment

Estimated Value Of Equity Investment  
In Canada From This Post Territory:

\$ 29 016.00 M

Estimated Value Of Annual Direct Equity  
Investments To All Destinations From  
This Post Territory:

\$ 2 536.00 M

Country Destinations Of Direct  
Equity Investment From Post  
TerritoryEstm. Value  
\$ CDN% Of Annual Direct Equity  
Investment Outflows By  
Category Of Investors

1. 577 UNITED STATES OF AMERICA	\$ 13 214.00 M	1. Corporations : 95.00 %
2. 181 PANAMA	\$ 3 121.00 M	2. Institutional : 5.00 %
3. 043 LUXEMBOURG	\$ 1 420.00 M	3. Entrepreneurs : 0.00 %
4. 051 UNITED KINGDOM	\$ 1 279.00 M	4. Immigrant Entr.: 0.00 %

The Mission Has Reported Factors That Tend To Change  
Outward Flows Of Investment From The Post Territory Including:

- Corporate Search For Cheaper Production And/Or Operating Costs Outside The Country
- Corporate Expansion To Seek New Markets
- Corporate Expansion To Serve Better Existing Markets
- Large Capital Pools Seeking Investment Outlets Abroad (e.g. Oil States)
- Territory Is Host To Active International Capital Market Which Is Focussed On International Capital Movements (e.g. N.Y., London, Tokyo)

The Mission Reports That Investors From The Post Territory Who Invest Abroad  
In Manufacturing Tend To Invest In The Following Sector(s) Subsector(s)

## -SECTOR(S)-

## -SUBSECTOR(S)-

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 006 ELECTRONICS EQUIP. & SERV
3. 012 PETROCHEM & CHEM PROD, EQP, SERV
4. 005 COMM. & INFORM. EQP. & SERV

- 081 AUTOMOTIVE
- 063 CONSUMER ELECTRONICS
- 121 CHEM & PETROCHEM PRODUCTS
- 056 ELECTRONIC COMPONENTS

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

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Equity Propensity Of Key Sources Of Investment From This Territory

Corporations : Start-up Investment To Create New Enterprise (100% Ownership)  
 Institutional : Partial Ownership Of Existing Corporate Facilities With Direct  
 Involvement In Day-to-Day Operations  
 Entrepreneurs :  
 Immigrant Entr.:

Sector Preferences By Type Of Key Investors

Corporations : Resource Development  
 Institutional : Portfolio Investment  
 Entrepreneurs :  
 Immigrant Entr.:

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Actipicipated Results.

Sector : 008 TRANSPORT SYS, EQUIP, COMP, SERV.  
 Subsector: 081 AUTOMOTIVE

Reason(s):

EXTENSIVE INVESTMENT BY JPNSE ASSEMBLERS IN PAST 3 YRS. IN CDN PLANTS. FAVOURABLE FTA IMPLICATIONS FOR AUTO PARTS INVEST. BENEFITS TO EXISTING CDN PARTS INDUSTRY (TECH AQUISITION, JV OPPOR.) STRONG DRIE

Program Plans:

BANKERS OUTREACH PROGRAM HAS REACHED PHASE OF A SECTORAL SEMINAR FOR AUTOPARTS CUSTOMERS. OTHER PROSPECTS HAVE BEEN IDENTIFIED. OUTOING & INCOMING MISSIONS OF KEY PARTS COMPANIES WILL FOLLOW. DRIE (MORRISON) VISIT OF TARGETTED JPNSE COMPANIES WILL BE SUPPORTED.

Anticipated Results: JPNSE GREENFIELD & JV INVESTMENT IN CDA.  
 ACTIVE LIST OF POTENTIAL INVESTORS.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 520 TOKYO

Country: 265 JAPAN

**Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.**

Sector : 006 ELECTRONICS EQUIP. & SERV  
Subsector: 061 PRODUCTS & COMPONENTS

**Reason(s):**

GROWING TELECOMMUNICATIONS, COMPUTER/OFFICE EQUIP. & RELATED HIGH TECH PRODUCTS & COMPONENTS INDUS. IN N.A. JPNSE DIRECT INVESTMENT & TECH TRANSFER WILL MAINTAIN/INCREASE CDA'S COMPETITIVE POSITION IN SECTOR.

**Program Plans:**

MISSION TO FOLLOW COMPLETED TECHNICAL INDUSTRY BRIEFINGS FOR PROSPECTS SELECTED THROUGH BANKING OUTREACH PROGRAM. CONTINUED CORPORATE LIAISON WITH JPNSE COMPONENTS COMPANIES. FTA STRENGTHS TO BE EMPHASIZED.

**Anticipated Results:** JPNSE GREENFIELD & JV INVESTMENT IN CDA.  
ACTIVE LIST OF POTENTIAL INVESTORS & JV PARTNERS. TECHNOLOGY ACQUISITION.

Sector : 006 ELECTRONICS EQUIP. & SERV  
Subsector: 063 CONSUMER ELECTRONICS

**Reason(s):**

JPNSE COMPANIES DOMINATE CDN CONSUMER ELECTRONICS MKT. RISING YEN & FTA ACCESS TO FULL N.A. MKT SUPPORT OTHER ECONOMIC & STRATEGIC AGREEMENTS FOR CDN INVESTMENT.

**Program Plans:**

EXPAND LIST OF CORPORATE LIAISON CONTACTS WITH SELECTED CONSUMER ELECTRONICS COMPANIES, WITH EMPHASIS ON STRONGEST BRANCH PLANT ASSEMBLY CANDIDATES. FTA CASE TO BE MADE FOR SERVICING N.A. MARKET.

**Anticipated Results:** JPNSE GREENFIELD & JV INVESTMENT IN CDA.  
ACTIVE LIST OF POTENTIAL INVESTORS & JV PARTNERS. TECHNOLOGY ACQUISITION.

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

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Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.

Sector : 007 POWER & ENERGY EQUIP. & SERV.  
Subsector: 077 ELECTRICAL MACHINES & SYSTEMS

Reason(s):

LOW COST RAW MATERIALS & ELECTRIC ENERGY SHOULD ATTRACT JPNSE INVESTMENT IN CDA FOR IMPORT REPLACEMENT OF ELECTRICAL MACHINES & SYSTEMS. JPNSE DIRECT INVESTMENT & TECH TRANSFER IN THIS SECTOR WILL STRENGTHEN

Program Plans:

DUE TO CDN EXCESS CAPACITY IN CERTAIN SUB-SECTORS, DRIE WILL ASSIST IN IDENTIFYING DIRECT, JV & TECH TRANSFER OPPOR. BANKING OUTREACH PROGRAM WILL SUPPLEMENT DRIE'S IDENTIFIED JPNSE COS. FOR CORPORATE LIAISON, INDUSTRY BRIEFINGS & OUTGOING/INCOMING MISSIONS.

Anticipated Results: SELECTED INVESTMENT (DIRECT JV, TECH TRANSFER) THAT INCREASE DOMESTIC PRODUCTION & IMPROVE PRODUCTIVITY.

Sector : 001 AGRI & FOOD PRODUCTS & SERVICE  
Subsector: 024 SERVICES INCLUDING CONSULTING

Reason(s):

SECTOR TARGETTED BY DRIE REQUIRING DOMESTIC MODERNIZATION & MKT EXPANSION (NEW FACILITIES). JPNSE INVESTORS ALREADY IDENTIFIED FOR BOTH INVESTMENT AND TECHNOLOGY TRANSFER (BIOTECHNOLOGY).

Program Plans:

PROSPECTS FOR INVESTMENT NOW IDENTIFIED (MISAWA STUDY). CANDIDATES FOR NEW MANUFACTURING FACILITIES, TECHNOLOGY TRANSFER & CROSS LICENSING WILL BE SELECTED FOR MISSION FOR CDA.

Anticipated Results: INVESTMENT THAT WILL DEVELOP CDA'S COMPETITIVE POSITION IN THIS SUBSECTOR.

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 520 TOKYO

Country: 265 JAPAN

**Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.**

Sector : 017 SERVICE INDUSTRIES

Subsector: 181 TOURISM

**Reason(s):**

CDA'S "TOURISM INFRASTRUCTURE" REQUIRES UPGRADING BY IDENTIFIED INVESTMENT OPPORTUNITIES. JOB CREATION (SECTOR REPRESENT 11% OF WORKFORCE) & ECONOMIC SIGNIFICANCE (5% OF GNP) MAKE TOURISM SECTOR SIGNIFICANT.

**Program Plans:**

CORPORATE LIAISON ACTIVITIES WITH ALREADY TARGETTED INVESTORS. TOURISM INFRASTRUCTURE INVESTMENT OPPORTUNITIES IDENTIFIED IN CDA (TOURISM CDA PROVINCES, MUNICIPALITIES) CIRCULATED TO & PROMOTED WITH POTENTIAL INVESTORS.

**Anticipated Results:** INVESTMENTS THAT DEVELOP CDA'S TOURISM INFRASTRUCTURE.

**Other Investment Program Plans**

**Activity(ies):**

BANKING OUTREACH PROGRAM-BANKERS CUSTOMERS SEMINARS & SECTORAL MISSIONS FOR FIRST 5 BANKS WILL BE CARRIED OUT IN 88/89. THE PROGRAM WILL BE INITIATED WITH ADDITIONAL BANKS CALLING (AS WITH FIRST GROUP) FOR INTERNAL BRIEFINGS & "ONE-MAN" BANKER MISSIONS TO CDA.

**Anticipated Results:** COMPLETION OF PROGRAM FOR ORIGINAL 5 BANKS WILL YIELD SECTORAL RESULTS DESCRIBED ABOVE. EXTENSION OF PROGRAM FOR NEW BANKS WILL PAVE WAY FOR SIMILAR RESULTS.

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 520 TOKYO

Country: 265 JAPAN

**Other Investment Program Plans**

**Activity(ies):**

CORPORATE LIAISON-IPS, COMMERCIAL SECTION OFFICERS & PROV. REPRESENTATIVES (WHERE SITE LOCATION DETERMINED) WILL CONDUCT CALLS & FOLLOW ACTIVE CASES. INVESTMENT CDA & DRIE WILL PROVIDE REQUIRED ASSISTANCE WITH RANKED PROSPECTS.

**Anticipated Results:** ALL IDENTIFIED INVESTMENT PROSPECTS WILL BE MONITORED, REPORTED ON & MOVED TOWARD POSITIVE INVESTMENT DECISIONS WHERE POSSIBLE.

**Activity(ies):**

PUBLIC RELATIONS-THE KANAO FILM & REPORT HAVE BEEN USED EXTENSIVELY BUT ARE BECOMING OUTDATED. A NEW FILM & SHOWCASE LITERATURE ARE REQUIRED. DIRECT MAIL ACTIVITIES WILL BE EXPANDED. PERIODIC INVESTMENT NEWSLETTER WILL BE IMPLEMENTED. IMAGE MEASUREMENT STRATEGIES ARE REQ'D

**Anticipated Results:** ADVERTISING & PUBLIC RELATIONS STRATEGY FOR INVESTMENT PROMOTION WILL BE MORE EFFECTIVE & ITS SUCCESS MEASURED.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		

Mission: 520 TOKYO

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

010 FAIRS

CANADIAN FOOD FAIR PROGRAM

89

Sector: 013 CONSUMER PRODUCTS

010 FAIRS

REGIONAL SHOWS

89

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		

Mission: 520 TOKYO

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

010 FAIRS

FOODEX 90

TOKYO

0390

020 MISSION OUTGOING

CAPELIN MISSION

TOKYO

1189

024 MISSION INCOMING

FOOD PACIFIC MISSION

BRITISH COLUMBIA

0989

Sector: 003 GRAINS AND OILSEEDS

020 MISSION OUTGOING

CANOLA CONSULTATIONS

JAPAN

1189

Sector: 013 CONSUMER PRODUCTS

010 FAIRS

INT'L FURNITURE FAIR

TOKYO

1189

TOKYO INT'L GIFT SHOW

TOKYO

0989

HOUSEWARE SHOW

TOKYO

0689

CANADIAN DESIGNERS' FASHION SHOW

TOKYO

1089

JEWELLERY SHOW

TOKYO

0989

DIY SHOW

TOKYO

0989

TOKYO SPORTING GOODS SHOW

TOKYO

0290

024 MISSION INCOMING

CANADIAN SPORTING GOODS ASSOCIATION

MONTREAL

0290

DIY MISSION

TORONTO

1189

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 520 TOKYO		
Sector: 013 CONSUMER PRODUCTS		
024 MISSION INCOMING MONTREAL FUR FAIR	MONTREAL	0589
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS GOOD LIVING SHOW	TOKYO	0489
020 MISSION OUTGOING BUILDING MATERIALS MISSION TO JAPAN	TOKYO	0489
024 MISSION INCOMING BUILDING PRODUCTS MISSION	TORONTO	0290
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS INTERNEPCON SHOW TOKYO MOTOR SHOW TELECOM TOKYO	TOKYO TOKYO TOKYO	0190 1189 0489
020 MISSION OUTGOING TELECOM MISSION AUTO PARTS MISSION THIRD COUNTRY COOPERATION AUTOMOTIVE MISSION MICROELECTRONICS MISSION ADVANCED MANUFACTURING TECHNOLOGY MISSION SOFTWARE MISSION	TOKYO TOKYO TOKYO TOKYO TOKYO JAPAN TOKYO	0489 1089 0989 1189 0190 1089 0390

## Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 521 ISLAMABAD

Country: 418 PAKISTAN

PAKISTAN'S GDP HAS INCREASED BY 7.04 PERCENT IN 1986-87 WITH AGRICULTURE AND MANUFACTURING SECTORS GROWING AT THE RATES OF 5.86 AND 7.44 PERCENT RESPECTIVELY. BECAUSE OF REDUCED LEVEL OF REMITTANCES FROM PAKISTANIS WORKING ABROAD, THE GROWTH OF GNP HAS BEEN RESTRICTED TO 6.12 PERCENT. AN INFLATION RATE OF 3.4%, THE LOWEST EVER SINCE 1969-70, WAS RECORDED LAST YEAR. GOVERNMENT CLAIMS THAT AN APPROPRIATE MONETARY POLICY, INCREASED PRODUCTION, LIBERAL IMPORTS, DERATIONING OF WHEAT AND RICE AND DECONTROL OF EDIBLE OIL AND CEMENT WERE INSTRUMENTAL TO THIS LOW RATE. HOWEVER, BUDGET DEFICITS HAVE BEEN GROWING OVER THE LAST THREE YEARS AND THE GOVERNMENT HAD TO RESORT TO EXCESSIVE BORROWINGS AND PERIODIC INCREASES IN PRICES OF UTILITIES TO FINANCE A PORTION OF THESE DEFICITS. THIS SITUATION LED THE WORLD BANK TO CRITICIZE THE GOVERNMENT LAST SEPTEMBER AND TO THREATEN TO CUT ITS FINANCIAL AID AT A TIME WHEN THE GOVERNMENT IS FACING DIFFICULTIES FOLLOWING THE 105 DAY AID SUSPENSION FROM THE U.S. INABILITY OF THE GOVERNMENT TO COLLECT TAXES ESPECIALLY FROM THE RICH AND ITS FAILURE TO CURTAIL ITS EXPENDITURES HAVE RESULTED IN INCREASE OF THE BUDGET DEFICIT. RISE IN CURRENT EXPENDITURE WAS 18.4 % IN 1986-87 WITH THE MAIN INCREASE BEING FOR DEFENCE AND DEBT SERVICING. AS A RESULT, EXPENDITURE ON DEFENCE TODAY IS HIGHER THAN EXPENDITURE INCURRED BY ALL THE LOW, MIDDLE INCOME & INDUSTRIALIZED COUNTRIES. THE GOVERNMENT IS WORRIED ABOUT THE SHARP DROP IN FOREIGN EXCHANGE RESERVES WHICH ARE NOW DOWN TO A MONTH'S WORTH OF IMPORTS. HOPES FOR A BREAKTHROUGH IN EXPORTS AND CURTAILMENT OF IMPORTS, DESPITE CLAIMS TO THE CONTRARY HAVE NOT COME TO FRUITION. THE MAIN IMPROVEMENTS IN THE BALANCE OF PAYMENTS IN 1986-87 WAS ON ACCOUNT OF A DECREASE IN IMPORTS OF OIL BY 30%, MAINLY AS A RESULT OF FALLING PRICE, COMPARED TO SAME PERIOD LAST YEAR, A TOTALLY FORTUITOUS OUTCOME AS REGARDS THE INCREASE IN EXPORTS, IT IS NOT A RESULT OF SOME INHERENT STRENGTH OF THE ECONOMY BUT WAS PRIMARILY FUELLED BY SUCCESSIVE MINI-DEVALUATIONS, LARGE CONCESSIONAL CREDITS AND EXPORT AND TAX REBATES. OIL PRODUCTION STANDS TODAY AT ALMOST 47000 BARRELS A DAY AS AGAINST THE SIXTH PLAN TARGET OF 20000 BARRELS. YET IT IS NO WHERE CLOSE TO THE TOTAL ENERGY REQUIREMENTS OF PAKISTAN. SIMILARLY, GAS PRODUCTION INCREASED BY 6.5% DURING THE FIRST NINE MONTHS OF 1987 COMPARED TO THE SAME PERIOD LAST YEAR DUE TO THE FULL PRODUCTION OF NEW GAS FIELDS OF DHURNAL AND PIRKOH. INAUGURATING THE KANDHKOT GAS FIELD IN JACOBABAD LAST MONTH, PM JUNEJO INDICATED THAT THE NEW OIL POLICY BEING FORMULATED WOULD PROVIDE SUFFICIENT INCENTIVES TO FOREIGN OIL COMPANIES TO INCREASE THEIR OIL & GAS EXPLORATION ACTIVITIES. HE ADDED THAT INCREASE IN ENERGY PRODUCTION AND EXPLORATION ARE AMONG THE MOST IMPORTANT AIMS OF HIS GOVT. BESET WITH ENERGY SHORTAGES, THE GOVT HAS ENCOURAGED THE PRIVATE SECTOR TO ESTABLISH COAL-FIRED POWER STATIONS OF 50 TO

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

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

## 1. 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

REASONS: THE PRIME MINISTER HAS INSTRUCTED MINISTRY OF WATER & POWER TO ELIMINATE LOAD SHEDDING BY 1990 (PROPOSED GENERAL ELECTION YEAR). A WHOLE RANGE OF GOODS & SERVICES WILL BE REQUIRED.

## 2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: APPROX 45% OF PAKISTAN'S ANNUAL BUDGET IS SPENT IN SUPPORT OF ITS ARMED FORCES. PAKISTAN HAS ALSO NEGOTIATED A NEW SIX YEAR AID PACKAGE OF NEARLY \$4B WITH USA COMMENCING '88. 50% OF TOTAL AID PACKAGE IS

## 3. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: OIL & GAS PRODUCTION HAS INCREASED TO 47000 BPD. SEVERAL INTERNATIONAL EXPLORATION COMPANIES, INCLUDING FOUR CDN COS HAVE ACQUIRED PETROLEUM CONCESSION AREAS. A WHOLE RANGE OF GOODS & SERVICES WILL BE REQUIRED.

## 4. 003 GRAINS AND OILSEEDS

REASONS: PAKISTAN IS THE SECOND LARGEST IMPORTER OF EDIBLE OIL IN THE WORLD. CDN CANOLA OIL HAS GOOD CHANCES TO TAKE SOME SHARE ESPECIALLY FROM U.S. SOYABEAN OIL. (OVER \$550 MM IMPORTS EXPECTED THIS YEAR).

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

1. 003 GRAINS AND OILSEEDS
2. 010 MINE, METAL, MINERAL PROD & SRV
3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
4. 011 OIL & GAS EQUIPMENT, SERVICES

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

Sector: 003 GRAINS AND DILSEEDS

Subsector: 032 DILSEEDS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	600.00M	\$ 580.00M	\$ 530.00M	\$ 590.00M
Canadian Exports \$	24.00M	\$ 12.00M	\$ 5.00M	\$ 6.00M
Canadian Share of Import Market	4.00%	2.00%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 344 MALAYSIA	068 %
ii) 577 UNITED STATES OF AMERICA	022 %
iii) 047 BRAZIL	006 %
iv) 616 OTHER COUNTRIES	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$  
\$ 0.00 M

i) BULK CANOLA OIL

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: BILATERAL FOOD AID

Approximate Value: \$ 20 M

Financing Source: 011 CIDA

For further info. please contact:

R. THIVIERGE, CIDA/HULL, TEL (819)997-0954

ii) Project Name: AFGHAN REFUGEE RELIEF

Approximate Value: \$ 5 M

Financing Source: 011 CIDA

For further info. please contact:

R. THIVIERGE, CIDA/HULL, TEL (819)997-0954

## Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 PAKISTAN

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:
  - (A) ALTHOUGH MARKET PROSPECTS ARE NOT NEW, CDN EXPORTERS HAVE JUST RECENTLY STARTED EXPLORING THEM.
  - (B) A CONSIDERABLE PORTION OF THE MARKET HAS BEEN MONOPOLIZED BY USA (SOYABEAN OIL).

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- the presence of CIDA programs which have opened the market to Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: NEGOTIATION OF (A) ADDITIONAL AFGHAN RELIEF AID AND (B) NEW BILATERAL FOOD AID FOCUSED UPON CANOLA OIL BY CIDA.

Results Expected: OBTAIN ACCEPTANCE IN THE LOCAL MARKET FOR CANOLA OIL.

Activity: FOLLOW-UP WITH LOCAL AGENTS, EDIBLE OIL AND GHEE MILLS AND GHEE CORPORATION OF PAKISTAN.

Results Expected: OBTAIN EXPORT ORDERS ON A LONG TERM BASIS.

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

Activity: ORGANIZE A PAKISTANI EDIBLE OIL MISSION TO CANADA.

Results Expected: OBTAIN EXPORT ORDERS ON A LONG TERM BASIS.

Activity: PREPARATION OF ANNUAL SURVEY OF WHEAT, COARSE GRAINS AND OILSEEDS MARKETS.

Results Expected: PROVIDE BASIC MARKET INFORMATION TO TGO FOR DISSEMINATION TO INDUSTRY.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	600.00M	\$ 500.00M	\$ 500.00M	\$ 500.00M
Canadian Exports \$	6.00M	\$ 2.50M	\$ 5.00M	\$ 10.00M
Canadian Share of Import Market	1.00%	0.50%	1.00%	2.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 192 PEOPLE'S REP OF CHINA	020 %
iii) 112 FRANCE	010 %

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

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) RADIO TRANSMITTER RECEIVER	\$ 0.00 M
ii) HELICOPTER (MBB)	\$ 0.00 M
iii) JEEP RETROFIT PRODUCT	\$ 0.00 M
iv) R/D FOR ARMY AVIATION	\$ 0.00 M
v) RAST/ASSIST FOR NAVY HELICOPTERN	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 PAKISTAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: POSSIBLE VISIT OF ARMY SIGNAL CHIEF TO CANADA TO SEE MACDONALD DETWILLER.

Results Expected: REBID FOR SLAR RADAR SYSTEM ORDER WORTH APPROX C\$ 43 MM.

Activity: MBB HAS JUST SUBMITTED A NEW PROPOSAL TO MINISTRY OF DEFENCE FOR SUPPLY/ASSEMBLY OF MBB HELICOPTER.

Results Expected: ARMY AVIATION AND DEFENCE PRODUCTION DIVISION OF MINISTRY OF DEFENCE IS EVALUATING HIGH ALTITUDE HELICOPTER ORDER WORTH C\$ 34 MM.

Activity: RAST/ASSIST SYSTEMS FOR PAKISTAN NAVY HELICOPTER

Results Expected: PROCUREMENT OF RAST/ASSIST SYSTEMS BY PAKISTAN NAVY WORTH C\$ 1.5 MM.

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

Activity: INVESTIGATION AND REPORTING UPON PAKISTAN ARMY PROCUREMENT PROCESS.

Results Expected: BETTER KNOWLEDGE ABOUT THE PROCUREMENT PROCESS LEADING TO BETTER PREPARED EXPORTERS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	150.00M	\$ 100.00M	\$ 60.00M	\$ 50.00M
Canadian Exports \$	7.50M	\$ 2.00M	\$ 1.00M	\$ 0.00M
Canadian Share of Import Market	5.00%	2.00%	2.00%	1.00%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	021 %
ii) 507 SWEDEN	010 %
iii) 265 JAPAN	015 %
iv) 577 UNITED STATES OF AMERICA	012 %
v) 112 FRANCE	009 %
vi) 410 NORWAY	008 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

In Canadian \$

i) PABX	\$ 0.00 M
ii) TELEPHONE EQUIPMENT	\$ 0.00 M
iii) FIBRE OPTICS	\$ 0.00 M
iv) CONSULTING SERVICES	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

1) Project Name: CENTRAL, DIGITAL TELEPHONE EXCHANGE  
(SECOND SUPPLIER)

Approximate Value: \$ 50-150 M

Financing Source: 023 EDC

For further info. please contact:

C. SEDDON, 996-5824/A. GUINDI, ISBAD, TLX: 5700 DOCAN PK

## Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 PAKISTAN

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: MODERNIZATION AND EXPANSION OF PTT FACILITIES

Approximate Value: \$ 250 M

Financing Source: 001 IBRD 025 OTHER

For further info. please contact:

A. GUINDI, ISBAD, TLX: 5700 DQCAN PK/C. SEDDON, 996-5824

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

## Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 PAKISTAN

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PROMOTION OF A CANADA-PAKISTAN SCIENTIFIC CORPORATION AGREEMENT WITH SUPARCO FOCUSED UPON REMOTE SENSING AND SATELLITE COMMUNICATION.

Results Expected: START A DIALOGUE BETWEEN EXTERNAL AFFAIRS HQ AND GOP ON A POSSIBLE AGREEMENT.

Activity: LOBBYING WITH PTT AND MINISTRY OF COMMUNICATIONS FOR A SECOND SWITCH FACTORY.

Results Expected: BID FOR NORTHERN TELECOM FOR A SECOND DIGITAL SWITCH WORTH APPROX C\$ 120 MM.

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

Activity: ASSISTANCE FOR NEGOTIATIONS LEADING TO A SCIENTIFIC CO-OPERATION AGREEMENT WITH SUPARCO.

Results Expected: CONCLUSION OF AN AGREEMENT LEADING TO TECHNICAL EXCHANGE ON PAKISTAN'S SATELLITE PROGRAMME.

Activity: PROMOTION OF NORTHERN TELECOM WITH PTT AND GOP.

Results Expected: BID FOR 2ND DIGITAL SWITCHING PLANT.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 400.00M	\$ 350.00M	\$ 300.00M
Canadian Exports \$	25.00M	\$ 4.00M	\$ 3.00M	\$ 12.00M
Canadian Share	5.00%	1.00%	1.00%	4.00%

of Import Market

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 128 GERMANY WEST	015 %
iii) 265 JAPAN	005 %
iv) 237 ITALY	015 %
v) 192 PEOPLE'S REP OF CHINA	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

60-100 \$M

Current status of Canadian exports:

Market share declining

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) HYDRO TURBINES	\$ 0.00 M
ii) GENERATORS	\$ 0.00 M
iii) SPARES AND PARTS FOR GENERATORS & TURBINES	\$ 0.00 M
iv) TRANSFORMERS	\$ 0.00 M
v) SWITCHGEAR	\$ 0.00 M
vi) CONSULTING SERVICES	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: POWER SECTOR LINE OF CREDIT  
Approximate Value: \$ 35 M  
Financing Source: O11 CIDA  
For further info. please contact:  
F. BLOCH, CIDA/HULL, TEL 997-3492

## Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 PAKISTAN

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- ii) Project Name: TRANSMISSION LINES  
Approximate Value: \$ 100 M  
Financing Source: 025 OTHER 001 IBRD  
For further info. please contact:  
A. GUINDI, ISBAD, TLX. 5700 DOCAN PK

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: LOBBYING WITH WAPDA TO HELP INTEG SHAWINIGAN TO WIN THE WORLD BANK'S COASTAL FIRED POWER PROJECT FEASIBILITY STUDY.

Results Expected: CONTRACT AWARD FOR FEASIBILITY STUDY OF COASTAL COAL FIRED POWER PLANT.

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

Activity: UPDATING OF POST'S BRIEFING NOTES ON THE POWER SECTOR

Results Expected: BETTER PREPARATION FOR BUSINESSMEN SEEKING WAPDA PROJECTS.

Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 41B PAKISTAN

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

Activity: LOBBYING WITH WAPDA FOR AWARD OF LOW HEAD POWER PROJECT ON A NEGOTIATED BASIS.

Results Expected: BEGINNING OF A CONTRACT NEGOTIATION FOR A LOW HEAD PROJECT WORTH C\$ 100-150 MM.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 084 RAIL

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	80.00M	\$ 80.00M	\$ 60.00M	\$ 50.00M
Canadian Exports \$	10.00M	\$ 6.00M	\$ 6.00M	\$ 3.00M
Canadian Share of Import Market	12.00%	7.00%	10.00%	6.00%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	010 %
ii) 051 UNITED KINGDOM	005 %
iii) 577 UNITED STATES OF AMERICA	060 %
iv) 075 CANADA	010 %
v) 265 JAPAN	000 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) DIESEL ENGINES	\$ 0.00 M
ii) DIESEL LOCOMOTIVES	\$ 0.00 M
iii) SPARES FOR DIESEL ENGINES	\$ 0.00 M
iv) CONSULTING SERVICES	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

## Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 PAKISTAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: LOBBY PAKISTAN RAILWAY/MINISTRY OF RAILWAYS ON BEHALF OF G. M. DIESEL.

Results Expected: SALE OF 12-18 LOCOMOTIVES WORTH CANADIAN \$11-17 MM.

Activity: PROVIDE SUPPORT TO BOMBARDIER.

Results Expected: SPARES AND ENGINES WORTH APPROXIMATELY C\$ 4 MM PER YEAR.

Activity: SUPPORT CPCS TO WIN COMPUTERISATION IMPLEMENTATION PROGRAMME OF PAKISTAN RAILWAY.

Results Expected: CONSULTING SERVICES AND COMPUTER EQUIPMENT SALE WORTH APPROX C\$ 2.5 MM.

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

Activity: SUPPORT TO G. M. DIESEL

Results Expected: SUCCESSFUL EXECUTION OF CONTRACT WORTH C\$ 11-17 MM.

Activity: SEND NEW CHAIRMAN TO CANADA

Results Expected: BETTER UNDERSTANDING OF CANADIAN EXPERTISE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	150.00M	\$ 150.00M	\$ 130.00M	\$ 180.00M
Canadian Exports \$	18.00M	\$ 0.00M	\$ 1.00M	\$ 2.00M
Canadian Share of Import Market	12.00%	0.00%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	078 %
ii) 467 SINGAPORE	020 %
iii) 075 CANADA	002 %

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

Current status of Canadian exports: Market share declining

Products/services for which there are  
good market prospects

Current Total Imports  
In Canadian \$

i) DASH-8	\$ 0.00 M
ii) CHALLENGER	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 PAKISTAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- the presence of CIDA programs which have opened the market to Canadian companies
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: SUPPORT LOBBYING EFFORTS BY CANADAIR FOR SALE OF ITS CHALLENGER AIRCRAFT.

Results Expected: CONTRACT NEGOTIATIONS FOR SALE OF 1 CHALLENGER WORTH C\$ 18 MM.

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

Activity: ARRANGE FOR DEMONSTRATION OF DASH-8 TO PAKISTAN INTERNATIONAL AIRLINES (PIA).

Results Expected: SHORTLISTING OF DASH-8 AS ONE OF TWO FINALISTS FOR PIA SHORT HAUL REQUIREMENT - WORTH C\$ 150-165 OVER 5 YEARS.

Activity: SUPPORT FOR CANADAIR.

Results Expected: SALE OF ONE CHALLENGER WORTH C\$ 18 MM.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	100.00M	\$ 90.00M	\$ 85.00M	\$ 66.00M
Canadian Exports \$	15.00M	\$ 10.00M	\$ 9.00M	\$ 1.00M
Canadian Share of Import Market	15.00%	11.00%	11.00%	2.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 553 UNION OF SOVIET SOC REP	015 %
iii) 328 UNITED ARAB EMIRATES	010 %
iv) 112 FRANCE	010 %
v) 051 UNITED KINGDOM	005 %
vi) 075 CANADA	010 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DRILLING EQUIPMENT	\$ 0.00 M
ii) TRANSMISSION SERVICES	\$ 0.00 M
iii) PRODUCTION EQUIPMENT	\$ 0.00 M
iv) TRANSMISSION EQUIPMENT	\$ 0.00 M
v) WELL SERVICES	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: OGDC PHASE III  
Approximate Value: \$ 60 M  
Financing Source: 011 CIDA  
For further info. please contact:  
F. BLOCH, CIDA/HULL TEL 997-3492

## Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 PAKISTAN

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

## ii) Project Name: PETROLEUM EXPLORATION PROJECTS

Approximate Value: \$ 10 M

Financing Source: 001 IBRD

For further info. please contact:

A. GUINDI, ISB, TX5700DOCANPK/C. SEDDON, OTT, TL996-5824

## iii) Project Name: ENERGY SECTOR LOAN

Approximate Value: \$ 10 M

Financing Source: 001 IBRD

For further info. please contact:

A. GUINDI, ISB, TX5700DOCANPK/C. SEDDON, OTT, TL996-5824

## iv) Project Name: ENERGY SECTOR LOAN

Approximate Value: \$ 17.5 M

Financing Source: 010 IDB

For further info. please contact:

A. GUINDI, ISBAD, TLX. 5700 DOCAN PK

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

## Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 PAKISTAN

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: REGULARLY CALL ON OIL COMPANY EXECUTIVES IN ISLAMABAD, LAHORE AND KARACHI.

Results Expected: OBTAIN TIMELY INFORMATION ABOUT PROCUREMENT OPPORTUNITIES LEADING TO FINAL BID SUBMISSION BY APPROPRIATE CANADIAN COMPANIES.

Activity: ASSISTANCE TO PETRO-CANADA AND HOME OIL WHICH HAVE APPLIED FOR PETROLEUM CONCESSION AREAS IN PAKISTAN.

Results Expected: INITIATION OF EXPLORATION BY CANADIAN COMPANIES LEADING TO PETROLEUM DISCOVERIES.

Activity: UPDATE MISSION BRIEFING NOTES ON THE OIL AND GAS INDUSTRY.

Results Expected: IMPROVED INFORMATION ABOUT LOCAL MARKET FOR CANADIAN COMPANIES AND GOVERNMENT DEPARTMENTS.

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

Activity: PREPARE BRIEFING NOTES ON THE PETROCHEMICAL SECTOR IN PAKISTAN.

Results Expected: COLLECT AND DISSEMINATE INFORMATION ABOUT THIS SUB-SECTOR FOR THE USE OF CDN COMPANIES AND GOVT DEPTS. INTERESTED CANADIAN COMPANIES TO COMPETE FOR BUSINESS.

Activity: PROVIDE ASSISTANCE TO NEW CANADIAN COMPANIES INTERESTED IN GETTING PETROLEUM CONCESSIONS.

Results Expected: STRENGTHEN CANADIAN PRESENCE IN THE LOCAL MARKET.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 521 ISLAMABAD		
Sector: 003 GRAINS AND OILSEEDS		
020 MISSION OUTGOING CANADA WEEK KARACHI	KARACHI	1088
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENCE EQUIPMENT IDENTIFICATION TRIP		1088
Sector: 005 COMM. & INFORM. EQP. & SERV		
024 MISSION INCOMING CANADIAN COMPUTER SHOW AND CONFERENCE	TORONTO	1188
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
020 MISSION OUTGOING THERMAL POWER GENERATION EQUIPMENT	ISLAMABAD LAHORE	1188
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING NATIONAL PETROLEUM SHOW	CALGARY, ALBERTA	0688
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING MEDICAL EQUIPMENT AND VETERINARY PRODUCTS	ISLAMABAD LAHORE	0488
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING AGRO-INDUSTRIAL EQUIPMENT SUPPLIERS	ISLAMABAD LAHORE	0289
024 MISSION INCOMING COMMERCIAL OFFICER TOUR		0788

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 521 ISLAMABAD		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING LIVESTOCK SHOW		1089

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 521 ISLAMABAD		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING FARM EQUIPMENT SHOW		0689
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
020 MISSION OUTGOING MARINE, HARVESTING AND PROCESSING MACHINERY	LAHORE KARACHI	1291
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING TELECOM EQUIPMENT AND SERVICES SEMINAR	ISLAMABAD	1189
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING CANADA WEEK KARACHI	ISLAMABAD KARACHI	1090
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
020 MISSION OUTGOING POWER GENERATION AND TRANSMISSION EQUIPMENT SOLAR AND PASSIVE ENERGY SYSTEM	ISLAMABAD LAHORE ISLAMABAD LAHORE	0490 0491
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING CANADA WEEK LAHORE RAILWAYS EXPERTS AIRCRAFT/HELICOPTER ENGINE REPAIR & OVERHAUL PETROCHEMICAL PRODUCTS AND SERVICES	ISLAMABAD LAHORE KARACHI ISLAMABAD KARACHI ISLAMABAD	1089 0390 0390
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
024 MISSION INCOMING COAL & IRON ORE		0989
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
020 MISSION OUTGOING NATIONAL PETROLEUM SHOW	CALGARY, ALBERTA	0690
024 MISSION INCOMING INTERCAN	EDMONTON	0689
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
020 MISSION OUTGOING METALLURGY AND STEEL FABRICATION	ISLAMABAD LAHORE	0589

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 521 ISLAMABAD		
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING SECURITY PRODUCTS/DEFENCE PRODUCTS	ISLAMABAD KARACHI	0790

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 522 NEW DELHI

Country: 206 INDIA

LAST YEAR'S SUMMARY REMAINS VALID IN ITS ENTIRETY & FORMS THE BACKGROUND TO THE FOLLOWING: 1)REG'MENTS OF THE VAST INDIAN MKT CORRESPOND CLOSELY TO CDN CAPABILITIES. HOWEVER, OPPRESSIVE IM-PORT & IND'L SECTOR REGULATIONS LIMIT AVENUES TO ACHIEVING APPAR-ENT POTENTIAL; 2)OVER THE MEDIUM AND LONG TERM, RESULTS WILL BE MEASURED LESS IN TERMS OF GENERAL EXPORT GROWTH THAN IN SUCCESS IN SPECIFIC MAJOR CAPITAL PROJS, IN LIMITING COMPETITIVE INROADS TO OUR COMMODITY MKTS & IN INCREASING CDA'S PRESENCE THROUGH IND'L COLLABORATION; 3)OVER RECENT MONTHS, MAJOR FOREIGN PROCURE-MENT SCANDALS & POLITICAL UNCERTAINTY HAVE ALL BUT PARALYZED THE INDIAN PROJ. DECISION-MAKING PROCESS. THE PAINSTAKING, LABOUR IN-TENSIVE PROCESS OF MOVING CDA'S PROJ. ASPIRATIONS FORWARD MUST CONTINUE DUE TO HIGH PROFILE OF CDN GROUPS INVOLVED AND VERY REAL POTENTIAL OF SUCCESS NOT ONLY FOR PROJ. LEADERS, BUT FOR WIDE RANGE OF SMALL/MEDIUM CDN SUPPLIERS WHO WILL BE DRAWN INTO INDIAN MKT THROUGH PROJ. CHANNEL. WE REMAIN CAUTIOUSLY OPTIMISTIC THAT OVER FY 88/89 WE WILL SIGN ONE OR PERHAPS TWO MAJOR CONTRACTS (RAJ MAHAL, YAMUNANAGAR &/OR UNCHAHAR). MAJOR CAPITAL PROGRAM RESULTS MAY ALSO BE FORTHCOMING (LOCOMOTIVES, RAILWAY DATACOM, AIRCRAFT); 4)INCREASED EMPHASIS WILL BE PLACED ON DVLPMT OF IND'L COLLABORATION (J.V., TECH. TRANSFER, LICENCING). OUR BOMBAY OFFICE, MOVING FM START-UP TO STEADY STATE FOCUS ON BUSINESS RESULTS, WILL CONTRIBUTE SIGNIFICANTLY TO THIS PROCESS. INCREASED CDN PRESENCE IN VAST & DIVERSIFIED INDIAN IND'L ECONOMY WILL FORM BASIS FOR LONG-TERM DVLPMT OF OUR COMMERCIAL INTERESTS; 5)CANADA'S POSITION IN INDIAN COMMODITIES MKT IS UNDER ATTACK FM INCREASED LOCAL PROD'N, FALLING DEMAND &/OR INT'L COMPETITION. INDIA HAS A COUNTER-TRADE POLICY WITHOUT HAVING DEVELOPED A POLICY ON COUNTER-TRADE. THIS PRESENTS PROBLEMS IN MOST COMMODITY AREAS AND IN AN INCREASING NUMBER OF PROJ. & CAPITAL EQPT PROCUREMENT PRO-GGRAMS. IT WILL REQUIRE PURPOSEFUL ANALYSIS & DEFENSIVE ACTION; 6)IN THIS COMPLEX & HIGHLY COMPETITIVE MKT, WE WILL CONTINUE TO GIVE HIGHER PRIORITY TO WINNING DEALS ALREADY IN PROGRESS THAN TO UNCOVERING NEW OPPORTUNITIES. WE WILL CONCENTRATE ON FOSTERING CONTINUITY OF EFFORT IN TARGET SECTORS (POWER, COMMUNICATIONS, OIL/GAS, AUTOMOTIVES). WE WILL ATTEMPT TO MOVE PURPOSEFULLY TO-WARDS REALISTIC CONCLUSIONS AS TO THE TRUE POTENTIAL IN CERTAIN OF THESE (OIL/GAS, AUTOMOTIVE)WHILE SELECTIVELY INTRODUCING A LTD NUMBER OF NEW SECTORS TO OUR PROG. (MEDICAL TECH., ENVIRONMENT PROTECTION, PACKAGING MACHINERY); 7)THROUGHOUT WE WILL GIVE INCREA-SED ATTENTION TO LINKAGES AMONG OUR VARIOUS ACTIVITIES & CONTACTS & TO ENSURING A TIGHLY COORD. APPROACH BY ALL CDN PLAYERS, PARTI-CULARLY EDC, DRIE & CIDA WITH ITS EMERGING THOUGHTS ON INCREASED COMMERCIAL LINKAGES. THE OPENING OF ONTARIO'S TID OFFICE IN DELHI IN EARLY 1988 WILL PRESENT SPECIAL OPPORTUNITIES AND REQUIREMENTS FOR CLOSE AND SENSITIVE COORD'N; 8)WITH A TOTALLY FOCUSED AND

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

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

## 1. 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

REASONS: POWER SECTOR IS FOCUS OF CIDA PROGRAM AND PROVIDES EXPORT OPPORTUNITIES. CDN FIRMS ACTIVELY PURSUING A NUMBER OF PROJS OUTSIDE CIDA FRAMEWORK. WELL DEV. LOCAL IND. PROVIDES OPPORTUNITY FOR IND'L COOPERATION.

## 2. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: TELECOMS SECTOR IS POTENTIAL AREA OF CONCENTRATION FOR CIDA. LIBERALIZATION OF SECTOR ALLOWS GREATER FOREIGN INVSTMT. GOOD MATCH BETWEEN CANADIAN CAPABILITIES AND INDIAN NEEDS.

## 3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: IN TRANSP'N SECTOR GOOD MATCH BETWEEN CDN CAPABILITIES & INDIAN REQUIREMENTS, ESPECIALLY IN RAIL & AEROSPACE. SEVERAL CDN COS HAVE LONG STANDING INVLMT. IND'L COLLABO'NS UNDER DISCUS'N AUGER WELL FOR ENHANCED

## 4. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: OIL/GAS IND. PURCHASES SIGNIFICANT SRVCS & EQPT FOR OFFSHORE. MKT IS ISOLATED FM INT'L FLUCTUA'NS IN OIL PRICES. EDC/CIDA LINE OF CREDIT PROVIDES ATTRACTIVE FINANCING & SHLD ENCOURAGE MORE CDN FIRMS TO BID.

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

1. 003 GRAINS AND OILSEEDS
2. 010 MINE, METAL, MINERAL PROD & SRV
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 012 PETROCHEM & CHEM PROD, EQP, SERV
5. 010 MINE, METAL, MINERAL PROD & SRV
6. 009 FOREST PRODUCTS, EQUIP, SERVICES

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 003 GRAINS AND DILSEEDS

Subsector: 032 DILSEEDS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	700.00M	\$ 800.00M	\$ 650.00M	\$ 830.00M
Canadian Exports \$	80.00M	\$ 100.00M	\$ 57.00M	\$ 125.00M
Canadian Share of Import Market	12.00%	12.00%	9.00%	15.00%

## Major Competing Countries

## Market Share

i) 206 INDIA	065 %
ii) 344 MALAYSIA	015 %
iii) 047 BRAZIL	010 %
iv) 609 EUROPEAN COMMON MARKET C	002 %
v) 577 UNITED STATES OF AMERICA	001 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$  
\$ 300.00 M

i) CANOLA OIL

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

CANADIAN PRODUCERS SHOULD SELL DIRECT TO INDIA AND NOT THROUGH INTERNATIONAL TRADING COMPANIES AS AT PRESENT.

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- the presence of CIDA programs which have opened the market to Canadian companies
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: CLOSER MONITORING OF THE NEXT WINTER CROP IN VIEW OF SEVERE 1987 DROUGHT IN ORDER TO ADVISE CANADIAN PRODUCERS REGARDING NDDB ROLE IN IMPORTS OF OILSEEDS IN ADDITION TO OIL.

Results Expected: INCREASED EXPORTS OF CANOLA OIL AND SEED.

Activity: IDENTIFY APPROPRIATE OFFICIALS TO ATTEND 1988 CIGI OILSEEDS COURSE.

Results Expected:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	8.00M	\$ 4.80M	\$ 4.00M	\$ 7.50M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	020 %
ii) 577 UNITED STATES OF AMERICA	016 %
iii) 128 GERMANY WEST	015 %
iv) 112 FRANCE	014 %
v) 038 BELGIUM	013 %
vi) 051 UNITED KINGDOM	012 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) TELECOM & SPACE	\$ 0.00 M
ii) REMOTE SENSING	\$ 0.00 M
iii) COMMUNICATIONS	\$ 0.00 M
iv) COMPUTERS/SOFTWARE	\$ 0.00 M
v) ELECTRONIC COMPONENTS	\$ 0.00 M
vi) INSTRUMENTATION	\$ 0.00 M
vii) CONSULTING	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: TELECOM SYSTEMS FOR INDIAN RAILWAYS  
Approximate Value: \$ 1.0 M  
Financing Source:  
For further info. please contact:  
POST

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: EQUIP. REQUIRED FOR UPGRADATION OF AIR-PORTS TO INT'L STAND. BY TURN OF CENTURY

Approximate Value: \$ 1.5 M

Financing Source:

For further info. please contact:

POST

iii) Project Name: AVIONICS/COMMU. & ALLIED EQUIP. FOR AIR-PORTS & DEFENCE INDUSTRY.

Approximate Value: \$ 12 M

Financing Source:

For further info. please contact:

POST

iv) Project Name: EQUIP. REQUIRED FOR REMOTE SENSING & SPACE RELATED MATERIALS/COMPONENTS.

Approximate Value: \$ 5 M

Financing Source:

For further info. please contact:

POST

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
LACK OF CONTINUOUS CONTACT/PRESENCE IN THE MARKET; LACK OF AGGRESSIVE SALESMANSHIP; LACK OF PATIENCE AND PERSEVERANCE/FOLLOW-UP.

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP ON MOC JAN'88 VISIT FOR IMPLEMENTATION OF MOU(S) POSSIBLY SIGNED DURING VISIT IN DIRECT DIALLING, TRC/DOC. RESEARCH AGREEMENT AND REMOTE SENSING/SATELLITE - INSTITUTIONAL COLLABORATION.

Results Expected: ESTABLISHMENT OF GOVT TO GOVT AND PRIVATE TO PRIVATE STRATEGIC LINKAGES & INDUSTRIAL COLLABORATIONS IN COMMUNICATIONS SECTOR.

Activity: ASSESS POSSIBILITY OF PURCHASING INDIAN SOFTWARE FOR CANADIAN COMPUTER INDUSTRY.

Results Expected: ENHANCEMENT OF CDN INDUSTRIAL COMPETITIVENESS AND ALSO ENHANCE CANADIAN HARDWARE EXPORTS TO INDIA.

Activity: CONTINUE SUPPORT TO CANAC/ATI FOR RAILWAYS TELECOM PROJECT AND ALSO SPAR IN TDMA DEMO.

Results Expected: EXPORT SALES OF GOODS AND SERVICES VALUED AT C\$ 15M.

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

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

Activity: PLAN AND EXECUTE POSSIBLE VISIT OF MINISTER OF STATE FOR SCIENCE AND TECHNOLOGY TO INDIA.

Results Expected: RAISE PROFILE OF CANADIAN SPACE/ REMOTE SENSING INDUSTRY IN INDIA.

Activity: ORGANISE AND FOLLOW-UP PROPOSED DRIE SPACE INDUSTRY MISSION TO INDIA AS FOLLOW UP TO DRIE INDUSTRIAL COLLABORATION VISIT OCT'87.

Results Expected: IMPROVE BUSINESS PROSPECTS FOR MAJOR CDN COMPANIES SUCH AS SPAR, MDA, DIPIX, INTERRA TECHNOLOGIES ETC.

Activity: INITIATE STUDY OF INDIAN SCIENTIFIC INSTRUMENTATION AND ELECTRONIC COMPONENTS IN ORDER TO IDENTIFY CANADIAN EXPORT OPPORTUNITIES

Results Expected: WILL EQUIP POST IN ADVISING CANADIAN COMPANIES SEEKING BUSINESS IN THIS SECTOR.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	770.00M	\$ 770.00M	\$ 700.00M	\$ 700.00M
Canadian Exports \$	70.00M	\$ 42.00M	\$ 35.00M	\$ 11.00M
Canadian Share of Import Market	10.00%	5.45%	5.00%	1.57%

## Major Competing Countries

## Market Share

i) 206 INDIA	085 %
ii) 553 UNION OF SOVIET SOC REP	005 %
iii) 051 UNITED KINGDOM	003 %
iv) 265 JAPAN	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) ENGINEERING/MANAGEMENT PROCUREMENT. CONSULTING	\$ 50.00 M
ii) HYDRO GENERATING EQPT	\$ 30.00 M
iii) THERMAL GENERATING EQPT	\$ 20.00 M
iv) TRANSMISSION EQPT	\$ 20.00 M
v) ELECTRICAL EQPT/SYSTEM	\$ 15.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: YAMUNANAGAR THERMAL PROJECT  
Approximate Value: \$ 500 M  
Financing Source: 023 EDC  
For further info. please contact:  
C. RUSSEL/M. HOUGH CDN HIGH COMMISSION

ii) Project Name: UNCHAHAR THERMAL PROJECT  
Approximate Value: \$ 300 M  
Financing Source: 023 EDC  
For further info. please contact:  
C. RUSSEL/M. HOUGH CDN HIGH COMMISSION

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: CHAMERA II (CHAMBA) HYDRO PROJECT  
 Approximate Value: \$ 200 M  
 Financing Source: 023 EDC 011 CIDA  
 For further info. please contact:  
 C. RUSSEL/M. HOUGH CDN HIGH COMMISSION

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:  
 -LACK OF RUPEE COUNTERPART FUNDS TO MEET LOCAL COSTS OF MAJOR CAPITAL PROJECTS. - INEFFICIENT DECISION MAKING PROCESS WITHIN GOI BUREAUCRACY WHICH RESTRICTS PROJECT DEVELOPMENT AND COMPOUNDS PROBLEM IDENTIFIED IN H ABOVE.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO WORK CLOSELY WITH CANADIAN FIRMS IN DEVELOPING APPROPRIATE STRATEGIES WHEN PURSUING MAJOR CAPITAL PROJECTS.

Results Expected: SIGNED CONTRACT FOR ONE OR MORE MAJOR CAPITAL PROJECTS.

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

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

Activity: EMPHASIZE AND PROMOTE INDUSTRIAL COLLABORATION OPPORTUNITIES IN SECTOR.

Results Expected: INCREASE IN NUMBER OF COLLABORATIONS IN THIS SECTOR AND RESULTING EQUIPMENT/SERVICES SALES

Activity: DEVELOP AND MAINTAIN COMPREHENSIVE PROJECT TRACKING SYSTEM FOR PROJECTS IN THIS SECTOR.

Results Expected: SYST. TO BE FULLY DEVELOPED WITHIN 3 MONTH PERIOD & MAINTAINED REGULARLY RESULTING IN IMPROVED PROJ. MONITORING & OVERALL MARKET INTELLIGENCE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	450.00M	\$ 450.00M	\$ 450.00M	\$ 350.00M
Canadian Exports \$	30.00M	\$ 5.00M	\$ 10.00M	\$ 2.00M
Canadian Share of Import Market	0.00%	1.00%	2.00%	0.50%

## Major Competing Countries

Market Share

i) 206 INDIA	030 %
ii) 553 UNION OF SOVIET SOC REP	020 %
iii) 577 UNITED STATES OF AMERICA	010 %
iv) 265 JAPAN	010 %
v) 051 UNITED KINGDOM	006 %
vi) 112 FRANCE	006 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) DE HAVILLAND DASH 8	\$ 155.00 M
ii) BOMBARDIER ENGINES	\$ 110.00 M
iii) AIRCRAFT SPARES	\$ 50.00 M
iv) CANADAIR CHALLENGER	\$ 33.00 M
v) DE HAVILLAND TWIN OTTER	\$ 5.00 M
vi) SMI SNOW BLOWERS	\$ 2.00 M
vii) AUTOMOTIVE JV'S FOR PARTS	\$ 0.00 M
viii) RAILWAY TRAINING SERVICES	\$ 1.00 M
ix) URBAN TRANSIT EQUIPMENT & SERVICES	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

1) Project Name: VAYUDOOT &amp; COAST GUARD AIRCRAFT ACQUISITION PROGRAM

Approximate Value: \$ 200 M

Financing Source: 025 OTHER

For further info. please contact:

CAN IN DISSE / T U SUPRAMANIAN UTOW COMITEE N DELHI

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: ELECTRIC LOCOMOTIVE UPGRADATION  
Approximate Value: \$ 150 M  
Financing Source: 025 OTHER  
For further info. please contact:  
A. Y. PREGEL. T. V. SUBRAMANIAN HIGH COMMISS., N. DELHI

iii) Project Name: URBAN TRANSIT SYSTEMS IN SEVERAL CENTRES  
Approximate Value: \$ M  
Financing Source: 025 OTHER  
For further info. please contact:  
A. Y. PREGEL HIGH COMMISSION, NEW DELHI

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:  
(1) DELAYS IN PURCHASE DECISIONS IN HOST COUNTRY (2) LACK OF EASY ACCESSIBILITY OF CUSTOMERS IN DEFENCE SECTOR (3) TOO MANY PROCEDURES IN HOST COUNTRY (4) COUNTER-TRADE REQUIREMENTS.

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- the presence of CIDA programs which have opened the market to Canadian companies
- Canada's position as one of the few major sources of international supply

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: INDUSTRIAL COOPERATION ACTIVITIES IN SUPPORT OF AUTOMOTIVE PARTS SECTOR.

Results Expected: 1 OR 2 JOINT VENTURES OR TECHNOLOGY TRANSFER ARRANGEMENTS.

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: DEVELOPMENT OF INCREASED DATA BANK DETAILING INDIAN INDUSTRIAL CAPABILITY TO SUPPORT CANADIAN BIDS WHICH MUST HAVE INDIAN CONTENT.

Results Expected: IN LONG TERM ENHANCED CANADIAN PRESENCE IN RAIL, URBAN TRANSIT AND AEROSPACE SECTORS.

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

Activity: DEVELOP AND COMPUTERIZE INFORMATION ON INDIAN INDUSTRIAL CAPABILITY IN SUPPORT OF EXPANDED INDUSTRIAL COOPERATION FOCUS OF POST.

Results Expected: INCREASED NUMBER OF COLLABORATIVE ARRANGEMENTS BETWEEN INDIAN AND CANADIAN COMPANIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	360.00M	\$ 360.00M	\$ 360.00M	\$ 340.00M
Canadian Exports \$	60.00M	\$ 60.00M	\$ 60.00M	\$ 61.00M
Canadian Share of Import Market	17.00%	17.00%	17.00%	18.00%

## Major Competing Countries

## Market Share

i) 206 INDIA	004 %
ii) 075 CANADA	017 %
iii) 553 UNION OF SOVIET SOC REP	016 %
iv) 612 SCANDINAVIA	011 %
v) 419 BANGLADESH	005 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$

i) WOOD PULP	\$ 145.00 M
ii) NEWSPRINT	\$ 175.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP PROPOSED FEBRUARY 1988 COMMODITY FORUM REGARDING POSSIBLE BARRIERS TO TRADE.

Results Expected:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3500.00M	\$ 2775.00M	\$ 2630.00M	\$ 2104.00M
Canadian Exports \$	80.00M	\$ 42.00M	\$ 45.00M	\$ 76.00M
Canadian Share of Import Market	2.00%	1.50%	2.00%	4.00%

## Major Competing Countries

## Market Share

i) 206 INDIA	060 %
ii) 553 UNION OF SOVIET SOC REP	008 %
iii) 577 UNITED STATES OF AMERICA	005 %
iv) 026 AUSTRIA	004 %
v) 128 GERMANY WEST	003 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports  
In Canadian \$

i) MINING EQUIPMENT AND CONSULTANCY	\$ 1200.00 M
ii) METALS	\$ 1100.00 M
iii) MINERALS	\$ 200.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: RAJ MAHAL COAL PROJECT  
Approximate Value: \$ 180 M  
Financing Source: 011 CIDA 023 EDC  
For further info. please contact:  
M. K. HOUGH/T. V. SUBRAMANIAN HIGH COMMISSION

ii) Project Name: BARAGOLAI HYDRAULIC MINING PROJECT  
Approximate Value: \$ 70 M  
Financing Source: 011 CIDA 023 EDC  
For further info. please contact:  
M. K. HOUGH/T. V. SUBRAMANIAN HIGH COMMISSION

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:
  1. DELAYS IN PURCHASE DECISIONS IN HOST COUNTRY.
  2. EXISTENCE OF INDIGENOUS SUPPLY SOURCES.
  3. STRESS ON COUNTERTRADE.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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

Activity: STUDY OF CANADIAN CAPABILITY IN THE MINING EQUIPMENT AND SERVICES INDUSTRY.

Results Expected: ASSIST TO MATCH CANADIAN CAPABILITIES VIS-A-VIS INDIA'S NEEDS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2200.00M	\$ 2000.00M	\$ 1800.00M	\$ 1500.00M
Canadian Exports \$	40.00M	\$ 25.00M	\$ 18.00M	\$ 18.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 553 UNION OF SOVIET SOC REP	000 %
iii) 112 FRANCE	000 %
iv) 051 UNITED KINGDOM	000 %
v) 099 POLAND	000 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports  
In Canadian \$

i) DRILLING & PRODUCTION EQUIPMENT	\$ 800.00 M
ii) CHARTER HIRE OFFSHORE RIGS, DRILLSHIPS	\$ 200.00 M
iii) CASING PIPE	\$ 100.00 M
iv) ENGINEERING AND CONSULTANCY SERVICES	\$ 100.00 M
v) WELL SERVICING	\$ 80.00 M
vi) ROTARY EQUIPMENT	\$ 40.00 M
vii) DOWNHOLE TOOLS	\$ 40.00 M
viii) GEOPHYSICAL SURVEYS & DATA INTERPRETATION	\$ 40.00 M
ix) RIG MANAGEMENT	\$ 20.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: REGIONAL PIPELINE  
Approximate Value: \$ 300 M  
Financing Source:  
For further info. please contact:

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

MARKET IS COMPLEX AND COSTLY TO PENETRATE

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: DEVELOP HIGH PROFILE MARKETING CAMPAIGN IN INDIA & CANADA IN SUPPORT OF CIDA/EDC LINE OF CREDIT FOR OIL AND GAS SECTOR RECENTLY SIGNED.

Results Expected: SIGNIFICANT AND IMMEDIATE INCREASE IN ATTENTION ON CANADIAN CAPABILITY RESULTING IN INCREASED SALES.

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PETRO-CANADA - OIL & NATURAL GAS COMMISSION MOU FOR TECHNICAL CO-OPERATION WITH OIL & GAS SECTOR (APPEARS TO LACK STRONG PETRO CANADA INTEREST).

Results Expected: WHEN SIGNED SIGNIFICANT INCREASE IN LINKS BETWEEN CANADIAN COMPANIES AND ONGC

Activity: IMPLEMENTATION OF PLAN TO ENCOURAGE MAJOR INDIAN OIL & GAS COMPANIES TO MAKE USE OF CIDA PROFESSIONAL DEVELOPMENT TRAINING FUND.

Results Expected: ENHANCED CONTACT BETWEEN INDIAN OIL OFFICIALS AND CANADIAN EXPERTISE. LONGER TERM COMMERCIAL BENEFITS WILL ACCRUE.

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

Activity: COMPILATION OF COMPREHENSIVE MARKET INFORMATION TOOL SPECIFICALLY FOR OIL & GAS SECTOR TO ENCOURAGE CDN COMPANIES TO CONSIDER INDIAN MARKET IN LIGHT OF RECENTLY SIGNED EDC/CIDA LINE OF CREDIT

Results Expected: DISSEMINATION OF BACKGROUND INFO. ON NATURE & STRUCTURE OF ROBUST INDIAN PURCH. PROG. IN OIL & GAS SECTOR LEADING TO INCREASED ENQUIRIES FM CDA MORE AGENCY RELATIONSHIPS & INCREASED

Activity: CARRY OUT DETAILED REVIEW OF CDN GOVT SUPPORT TO THIS SECTOR TO DETERMINE IF THE HIGH LEVEL SUPPORT GIVEN OVER PAST YEARS IS PAYING SUFFICIENT DIVIDENDS.

Results Expected: RATIONALIZE RESOURCES AVAILABLE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2000.00M	\$ 1900.00M	\$ 1800.00M	\$ 1500.00M
Canadian Exports \$	15.00M	\$ 10.00M	\$ 7.00M	\$ 6.00M
Canadian Share of Import Market	0.50%	0.50%	0.20%	0.30%

## Major Competing Countries

## Market Share

i) 206 INDIA	060 %
ii) 553 UNION OF SOVIET SOC REP	006 %
iii) 577 UNITED STATES OF AMERICA	008 %
iv) 128 GERMANY WEST	005 %
v) 112 FRANCE	005 %
vi) 265 JAPAN	003 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospectsCurrent Total Imports  
In Canadian \$

i) AUTOMOTIVE COMPONENTS	\$ 0.00 M
ii) INDUSTRIES RESOURCE PROCESSING	\$ 3.00 M
iii) AGRO-INDUSTRY STORAGE/PROCESSING	\$ 5.00 M
iv) TELEMATICS MANUFACTURING TECHNOLOGY	\$ 0.00 M
v) TECHNOLOGY. MATERIALS HANDLING	\$ 10.00 M
vi) NEW MATERIALS	\$ 0.00 M
vii) PROCESS CONTROL/INSTRUMENTATION	\$ 0.00 M
viii) CAD/CAM ROBOTICS	\$ 0.00 M
ix) ELECTRICAL EQUIPMENT	\$ 10.00 M
x) METAL FABRICATION/TECHNOLOGY	\$ 2.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: UPGRADE OF SMALL SCALE AUTO INDUSTRY  
THROUGH NEW TECHNOLOGY CENTRE.

Approximate Value: \$ 4 M

Financing Source: 011 CIDA

For further info please contact:

CENTRE IN MADRAS OR HARYANA BEING CONSIDERED

25/01/88

DEPARTMENT OF EXTERNAL AFFAIRS

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Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: ONTARIO RESEARCH FOUNDATION HIGH TECH CENTRE

Approximate Value: \$ 3 M  
Financing Source: 011 CIDA  
For further info. please contact:  
AT FEASIBILITY REPORT STAGE.

iii) Project Name: RURAL MULTIPLE ACCESS DIGITAL MICRO-WAVE RADIO FOR VILLAGES

Approximate Value: \$ 75 M  
Financing Source: 025 OTHER  
For further info. please contact:  
DOT/TRC

iv) Project Name: SPAR PILOT PROJ. & CALCUTTA PRIVATE BUSINESS NETWORK USING SATELLITE TDMA

Approximate Value: \$ 15 M  
Financing Source: 025 OTHER  
For further info. please contact:

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

GOVERNMENT OF INDIA'S NEW POLICY ON FOREIGN INDUSTRIAL & TECHNOLOGICAL COLLABORATION (JOINT VENTURES & TECHN. LICENSES) IS LARGELY UNKNOWN & UNEXPLORED BY CDN WHO LACK AWARENESS & PATIENCE WITH BUREAUCRATIC OBSTACLES AND DELAYS.

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

**Activity:** ORGANIZE & IMPLEMENT COMPUTERIZED TRACKING SYSTEM FOR INDUSTRIAL COLLABORATION INITIATIVES IN ORDER TO BETTER FOLLOW-UP & SUPPORT BUSINESS ARISING FROM ONTARIO AUTO PARTS MISSION AND DOC TELECOMS VISIT.

**Results Expected:** INDUSTRIAL COLLABORATION AGREEMENTS VALUED AT \$10 MILLION IN FIRST YEAR.

**Activity:** FURTHER INVESTIGATE COLLABORATION OPPORTUNITIES IN SUBJECT SECTORS BY DEVELOPING FURTHER CONTACTS NETWORK IN BANGALORE, MADRAS AND CALCUTTA.

**Results Expected:** IDENTIFY ADDITIONAL POTENTIAL PARTNERS FOR CDN FIRMS IN SECTORS & RAISE CANADIAN/INDUSTRIAL/TECHNOLOGICAL PROFILE ESP HIGH TECH.

**Activity:** CAPITALIZE UPON ONTARIO AG/FOOD MISSION OF JAN 88 TO BEGIN IDENTIFICATION OF POSSIBLE AGRO-FOOD TECHNOLOGY OPPORTUNITIES FOR COLLABORATION, E. G. PROCESSING CARBOHYDRATES.

**Results Expected:** DIVERSIFICATION & STRENGTHENING OF COLLABORATION PROGRAM IN CONJUNCTION WITH NEW ONTARIO TRADE OFFICE.

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

**Activity:** ORGANIZE AND EXECUTE INDUSTRIAL/SCIENTIFIC SEMINARS OUTSIDE DELHI /BOMBAY IN CONJUNCTION WITH CANADA HIGH TECH WEEK IN BANGALORE, MADRAS, OR CALCUTTA.

**Results Expected:** FOSTER CONTACTS IN INDUSTRIAL HEARTLAND WITH INDIAN PRIVATE SECTOR WITH SUPPORT OF CEI/FICCI.

## Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

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

Activity: INITIATIVE MARKET STUDIES FOR RETRO-FIT, UPGRADE, AND MODERNIZATION OF URBAN ELECTRICAL DISTRIBUTION AND MASS TRANSIT SYSTEMS. ALSO STUDY POSSIBLE/ALLOWABLE SALES OF DEFENCE ELECTRONICS SUCH AS AVIONICS.

Results Expected: EXPAND SCOPE OF COLLABORATION FOCUS AND BE BETTER POSITIONED TO RESPOND TO CDN INDUSTRY ENQUIRIES.

Activity: PREPARE FOR PUBLICATION ARTICLES ON INDIAN COLLABORATION PROGRAM FOR CDN BUSINESS READERS, AIDED BY CMA/CIBC. DO SAME ON CDN TECHN. IN INDIAN PUBLICATIONS. ARRANGE RECIPROCAL PUBLICATION OF BUSINESS PROFILES IN INDIAN/CDN BUSINESS PRESS.

Results Expected: IMPROVE MUTUAL FAMILIARIZATION & UNDERSTANDING & DRAW ATTENTION TO REAL DIFFICULTIES/ OPPORTUNITIES.

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 524 DHAKA

Country: 419 BANGLADESH

THE BANGLADESH ECONOMY SHOWED ONLY SLIGHT GROWTH IN 1987, WELL BELOW THE 5% RATE RECORDED IN 1986. AGRICULTURAL OUTPUT WAS SHARPLY REDUCED BY EXTENSIVE FLOODING, & THE AFTERMATH OF FLOOD DAMAGE WILL INHIBIT RECOVERY WELL INTO 1988. INDUSTRIAL PRODUCTION WAS DEPRESSED BY POLITICALLY INSPIRED GENERAL STRIKES DURING THE LATTER PART OF THE YEAR. THE GOVERNMENT'S DEVELOPMENT STRATEGIES ARE GENERALLY SOUND, AND CONSERVATIVE FISCAL & ECONOMIC POLICIES HAVE HELPED MAINTAIN THE SUPPORT OF DONOR GOVERNMENTS & AGENCIES. BANGLADESH'S UNFAVOURABLE BALANCE OF PAYMENTS SITUATION IS UNLIKELY TO IMPROVE IN 1987, AS MODEST INCREASES IN EXPORT EARNINGS WILL BE OFFSET BY INCREASED IMPORTS, ESPECIALLY OF FOODGRAINS. GOVERNMENT REVENUES, RECENTLY ENHANCED THROUGH IMPROVED RECOVERIES AND SELECTIVE INCREASES IN TAX AND SERVICES RATES, WILL BE HEAVILY COMMITTED TO RELIEF & REHABILITATION NEEDS. TO LIMIT GROWTH OF ITS CHRONIC BUDGETARY DEFICIT, THE GOVT HAS IMPOSED AUSTERITY MEASURES IN OTHER AREAS. THIS COULD LEAD TO SHORTAGES OF COUNTERPART FUNDING FOR DEVELOPMENT PROJECTS & FURTHER SLOW THE PROJECT APPROVAL PROCESS. PRIVATE SECTOR INVESTMENT ARE ALSO DEPRESSED, AS MANAGERS ADOPT A SIMILARLY CAUTIOUS ATTITUDE TOWARD ALL EXPENDITURES. OVER THE MEDIUM TERM THE GOVT PLANS TO STIMULATE ECONOMIC ACTIVITY THROUGH FURTHER PRIVATIZATION & ENCOURAGEMENT OF FOREIGN INVESTMENT. IMPORT SUBSTITUTION & EXPORT ENHANCEMENT, ESPECIALLY OF NON-TRADITIONAL ITEMS, WILL CONTINUE TO BE PURSUED. ENERGY, AGRICULTURE & TRANSPORT WILL REMAIN FAVOURED SECTORS FOR INTERNATIONALLY-FINANCED DEVELOPMENT, PARTLY OWING TO THEIR IMPACT ON PRODUCTION COSTS & TRADE BALANCE. PROVIDED THAT A STABLE POLITICAL & ECONOMIC CLIMATE CAN BE REESTABLISHED EARLY IN 1988, THESE GOVERNMENTAL PRIORITIES SHOULD BE REFLECTED IN MORE ENCOURAGING ECONOMIC INDICATORS BY YEARS END. GIVEN THE MOMENTUM ALREADY LOST IN 1987, HOWEVER, IT SEEMS CLEAR THAT THE AMBITIOUS TARGETS SET IN THE 1985-90 FIVE YEAR PLAN CANNOT NOW BE MET. BANGLADESH WILL CONTINUE TO RELY HEAVILY ON ODA FOR THE FORESEEABLE FUTURE. THE MARKET FOR FOREIGN GOODS & SERVICES WILL GROW marginally, IF AT ALL, IN 1988. CDN TRADE PROSPECTS WILL ARISE MAINLY AS SPINOFFS FROM CDN ODA & THROUGH INVOLVEMENT IN IFI-ASSISTED DEVELOPMENT PROJECTS. A MODEST LEVEL OF PURELY COMMERCIAL DEALS SHOULD BE MAINTAINED IN BOTH THE PUBLIC & PRIVATE SECTORS. IN A MARKETPLACE CHARACTERIZED BY FOREIGN EXCHANGE SHORTAGES & ENTRENCHED COMPETITION, FINANCING WILL BE AN IMPORTANT ASPECT OF SUCCESSFUL CDN PROPOSALS. JOINT-VENTURE AND COUNTERTRADE OPPORTUNITIES WILL ALSO MERIT INVESTIGATION.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 524 DHAKA

Market: 419 BANGLADESH

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

## 1. 011 OIL &amp; GAS EQUIPMENT, SERVICES

REASONS: DEVELOPMENT OF PETROLEUM RESOURCES IS MAJOR PRIORITY OF GOBD & IFIS, WHO PLAN MAJOR EXPENDITURES ON EXPLORATION, DISTRIBUTION & PROCESSING (CNG & LPG). CANADIAN EXPERTISE RECOGNIZED.

## 2. 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

REASONS: SIGNIFICANT INCREASE IN POWER GENERATION FORSEEN BY 1990, ACCOMPANIED BY REDUCTIONS IN SYSTEMS LOSS & EXPANDING DISTRIBUTION IN RURAL AREAS. CANADIAN TECHNOLOGY WELL KNOWN, PARTLY THROUGH CIDA PROJECTS.

## 3. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: GOBD IS ENCOURAGING INVESTMENT IN MANUFACTURING, BOTH TO CONTINUE IMPORT SUBSTITUTION EFFORT & TO RAISE EXPORT INCOME. WHILE COMPETITION IS KEEN, CDN EQUIP/TECHNOLOGY/SERVICES CAN BE MARKETED.

## 4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: CONSULTANCY CONTRACTS ARE POSSIBLE IN ROAD, RAILROAD, BRIDGE & HARBOURS DESIGN, CONSTRUCTION & MAINTENANCE. CANADIAN FIRMS HAVE BEEN SHORTLISTED IN PAST.

## 5. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: BANGLADESH IS TELECOM POOR IN ALL SECTORS. CDA CAN COMPETE WITH MARKET LEADERS IF PRICES ARE COMPETITIVE & ADVANTAGES OF CDN TECHNOLOGY ARE MADE CLEAR TO END USERS.

## 6. 003 GRAINS AND OILSEEDS

REASONS: DEMAND FOR BOTH WHEAT & OILSEEDS SHOULD REMAIN STEADY, GIVEN CHRONIC SHORTFALLS IN LOCAL PRODUCTION. C & F PRICE IS MORE IMPORTANT FACTOR THAN QUALITY, & PAYMENT TERMS ARE ALSO SIGNIFICANT.

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

1. 003 GRAINS AND OILSEEDS
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 016 INDUSTRIAL MACHIN, PLANTS, SERV.
4. 005 COMM. & INFORM. EQP. & SERV
5. 011 OIL & GAS EQUIPMENT, SERVICES
6. 007 POWER & ENERGY EQUIP. & SERV.

Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 524 DHAKA

Market: 419 BANGLADESH

Sector: 003 GRAINS AND OILSEEDS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	340.00M	\$ 252.00M	\$ 196.00M	\$ 227.00M
Canadian Exports \$	20.00M	\$ 26.00M	\$ 1.80M	\$ 1.70M
Canadian Share of Import Market	7.00%	10.00%	0.90%	0.80%

Major Competing Countries

	Market Share
i) 467 SINGAPORE	035 %
ii) 577 UNITED STATES OF AMERICA	010 %
iii) 512 SWITZERLAND	009 %
iv) 344 MALAYSIA	008 %
v) 520 THAILAND	006 %
vi) 189 HONG KONG	003 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) WHEAT	\$ 135.00 M
ii) MUSTARD/RAPE SEED	\$ 70.00 M
iii) FIXED VEGETABLE OIL & FATS	\$ 118.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: COMMERCIAL IMPORT OF WHEAT ESTIMATED AT 75,000 TONNES
- Approximate Value: \$ 10 M
- Financing Source: 012 DOM 024 BC
- For further info. please contact:  
CDN HIGH COMMISSION DHAKA, TLX: 642328 DMCN BJ

## Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

## COST OF SHIPPING FROM CANADA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: MAINTAIN LIAISON WITH MINISTRY OF FOOD

Results Expected: ADVANCE INFORMATION ON FOOD-GRAIN IMPORT REQUIREMENTS.

Activity: OBTAIN INFORMATION REGARDING OTHER SUPPLIERS.

Results Expected: ASSESS COMPETITIVENESS OF CANADIAN OFFERS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 524 DHAKA

Market: 419 BANGLADESH

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	65.00M	\$ 78.00M	\$ 44.00M	\$ 27.00M
Canadian Exports \$	1.30M	\$ 1.50M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	2.00%	2.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	028 %
ii) 265 JAPAN	022 %
iii) 112 FRANCE	020 %
iv) 038 BELGIUM	012 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) RADIO EQUIPMENT	\$ 20.00 M
ii) DIGITAL SWITCHING EQUIPMENT	\$ 13.00 M
iii) DATA/VOICE SWITCHING	\$ 6.00 M
iv) PABX EQUIPMENT	\$ 1.20 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: RURAL TELECOMMUNICATIONS PROJECT

Approximate Value: \$ 100 M

Financing Source:

For further info. please contact:

CDN HIGH COMMISSION DHAKA, TLX: 642328 DMCN BJ

ii) Project Name: DIGITAL SWITCHING EQUIPMENT (16,000 LINES)

Approximate Value: \$ 13.2 M

Financing Source: 001 IBRD 002 IDA

For further info. please contact:

CDN HIGH COMMISSION DHAKA, TLX: 642328 DMCN BJ

## Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
EUROPEAN AND JAPANESE SUPPLIERS HAVE DOMINATED THE MARKET TO DATE AND DEVELOPED BRAND NAME RECOGNITION.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: LOBBYING OF EXECUTING/REGULATORY AGENCIES

Results Expected: INCREASE AWARENESS OF CANADIAN CAPABILITIES

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 524 DHAKA

Market: 419 BANGLADESH

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	50.00M	\$ 48.00M	\$ 60.00M	\$ 73.00M
Canadian Exports \$	0.50M	\$ 0.49M	\$ 0.94M	\$ 0.43M
Canadian Share of Import Market	1.00%	1.00%	1.60%	0.60%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	022 %
ii) 553 UNION OF SOVIET SOC REP	014 %
iii) 265 JAPAN	009 %
iv) 128 GERMANY WEST	008 %
v) 051 UNITED KINGDOM	006 %
vi) 268 KOREA	003 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

	In Canadian \$
i) TRANSMISSION	\$ 20.00 M
ii) MACHINES/SYSTEMS	\$ 15.00 M
iii) CONTROL SYSTEMS	\$ 5.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: EIGHTH POWER(FURTHER TRANSMISSION & DIS-  
TRIBUTION EXPANSION IN DHAKA)

Approximate Value: \$ 200 M

Financing Source: 006 ASDB

For further info. please contact:

CDN HIGH COMMISSION DHAKA, TLX: 642328 DMCN BJ

## Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
  1. ABSENCE OF LOCAL AGENTS FOR CANADIAN EXPORTERS.
  2. PRICE HIGH BECAUSE OF FREIGHT.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: UNDERTAKE COMPREHENSIVE MARKET SURVEY.

Results Expected: INCREASE CANADIAN PARTICIPATION IN INT'L BIDS WHERE THEY COULD BE COMPETITIVE.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 524 DHAKA

Market: 419 BANGLADESH

Sector: 008 TRANSPORT SYS. EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	120.00M	\$ 103.00M	\$ 126.00M	\$ 125.00M
Canadian Exports \$	2.00M	\$ 2.60M	\$ 1.40M	\$ 1.20M
Canadian Share of Import Market	1.70%	2.50%	1.10%	1.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	033 %
ii) 206 INDIA	011 %
iii) 128 GERMANY WEST	009 %
iv) 328 UNITED ARAB EMIRATES	008 %
v) 051 UNITED KINGDOM	007 %
vi) 577 UNITED STATES OF AMERICA	004 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

i) CONSULTANCY	In Canadian \$
ii) RAIL EQUIPMENT AND PARTS	\$ 25.00 M
	\$ 5.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: ROAD REHABILITATION & MAINTANENCE PRO-JECTS IN NORTH WESTERN REGION(306KM)

Approximate Value: \$ 147 M

Financing Source: 002 IDA

For further info. please contact:

CDN HIGH COMMISSION DHAKA, TLX: 642328 DMCN BJ

ii) Project Name: ROAD IMPROVEMENT PROJECT IN SOUTHERN REGION (337KM)

Approximate Value: \$ 163 M

Financing Source: 006 ASDB

For further info. please contact:

CDN HIGH COMMISSION DHAKA TLX: 642328 DMCN BJ

## Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: REVIEW WITH EXECUTING AND FINANCING AGENCIES EXPECTATIONS FOR CONSULTANCIES ARISING FROM NEW MAJOR PROJECTS.

Results Expected: OBTAIN SHORTLISTINGS FOR AT LEAST ONE OR TWO CANADIAN FIRMS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 524 DHAKA

Market: 419 BANGLADESH

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	320.00M	\$ 218.00M	\$ 418.00M	\$ 378.00M
Canadian Exports \$	1.00M	\$ 0.10M	\$ 0.90M	\$ 0.90M
Canadian Share of Import Market	0.30%	0.02%	0.40%	0.30%

## Major Competing Countries

## Market Share

i) 328 UNITED ARAB EMIRATES	050 %
ii) 322 SAUDI ARABIA	019 %
iii) 219 IRAN	011 %
iv) 467 SINGAPORE	010 %
v) 553 UNION OF SOVIET SOC REP	005 %
vi) 011 AUSTRALIA	003 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) EQUIPMENT AND MACHINERY	\$ 50.00 M
ii) SERVICES INCLUDING CONSULTANCY	\$ 20.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: LPG PLANT (CONSULTING UNDERWAY)  
Approximate Value: \$ 240 M  
Financing Source: 011 CIDA 002 IDA  
For further info. please contact:  
CDN HIGH COMMISSION DHAKA, TLX: 642328 DMCN BJ
- ii) Project Name: BRAHMAPUTRA BASIN GAS TRANSMISSION AND  
DISTRIBUTION  
Approximate Value: \$ 98 M  
Financing Source: 006 ASDB  
For further info. please contact:  
CDN HIGH COMMISSION DHAKA, TLX: 642328 DMCN BJ

## Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

## iii) Project Name: OIL AND GAS EXPLORATION UNDER THIRD FIVE YEAR PLAN

Approximate Value: \$ 70.16 M

Financing Source: 007 SFD

For further info. please contact:

CDN HIGH COMMISSION DHAKA, TLX: 642328 DMCN BJ

## iv) Project Name: DEVT. OF SYLHET GAS FIELD (WELL #8)

Approximate Value: \$ 8.5 M

Financing Source: 006 ASDB

For further info. please contact:

CDN HIGH COMMISSION DHAKA, TLX: 642328 DMCN BJ

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
CANADIAN EXPORTERS SHOULD APPOINT LOCAL AGENTS TO INFLUENCE EXECUTING AGENCIES.

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: REVIEW PARTIALLY IMPLEMENTED PROJECTS TO IDENTIFY INTERESTING TENDERS IN ADVANCE OF PUBLICATION.

Results Expected: INCREASE CANADIAN PARTICIPATION.

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

Activity: ANALYZE MAJOR PROJECTS TO IDENTIFY SECTORS WHERE CANADIAN SUPPLIERS COULD BE COMPETITIVE.

Results Expected: ENCOURAGE CANADIAN SUPPLIERS TO VISIT AND RECRUIT LOCAL AGENTS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 524 DHAKA

Market: 419 BANGLADESH

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	395.00M	\$ 386.00M	\$ 370.00M	\$ 365.00M
Canadian Exports \$	1.50M	\$ 1.50M	\$ 1.13M	\$ 0.70M
Canadian Share of Import Market	0.40%	0.40%	0.30%	0.20%

## Major Competing Countries

	Market Share
i) 128 GERMANY WEST	028 %
ii) 051 UNITED KINGDOM	026 %
iii) 265 JAPAN	015 %
iv) 206 INDIA	011 %
v) 192 PEOPLE'S REP OF CHINA	009 %
vi) 577 UNITED STATES OF AMERICA	006 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

	In Canadian \$
i) MANUFACTURING MACHINERY	\$ 150.00 M
ii) CONSULTANCY & SUPPORT SERVICES	\$ 25.00 M
iii) TOOLS & HARDWARE	\$ 3.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: INDUSTRIAL SECTOR PROGRAMME LOAN (COMMO-  
DITIES, MATERIALS, SPARE PARTS, CONSULT.)

Approximate Value: \$ 80 M

Financing Source: 006 ASDB

For further info. please contact:

CDN HIGH COMMISSION DHAKA, TLX: 642328 DMCN BJ

## Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
INTENSE COMPETITION FROM TRADITIONAL SUPPLIERS, I. E. JAPAN, FRG, UK & OTHERS. INCONSISTENT FOLLOW UP OF SOME LEADS BY PROSPECTIVE SUPPLIERS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- strong sectoral capability in Canada

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

Activity: INVESTIGATE SALES OPPORTUNITIES ARISING FROM GOVERNMENT LOANS TO NEW INDUSTRIES.

Results Expected: INCREASE CANADIAN SUPPLIERS AWARENESS OF LOCAL MARKET.

## Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 527 OSAKA

Country: 265 JAPAN

THE RAPID LOWERING OF THE \$US/YEN EXCHANGE RATE (US\$=138YEN 30/10 87) CONTINUES TO BE THE DOMINANT FORCE INFLUENCING THE KANSAI REGION. MAJOR EXPORTERS (CONSUMER ELECTRONICS MACHINERY TEXTILES & CHEMICALS) ARE MAINTAINING EXPORT MARKET SHARE BUT AT THE EXPENSE OF LOWER PROFITS (AVERAGE 25% DROP COMPARED TO 1986). THE HIGHER YEN HAS ALSO ACCELERATED CHANGES IN THE BASIC INDUSTRIAL STRUCTURE ESPECIALLY IN STEEL/SHIPBUILDING INDUSTRIES WHERE MASSIVE LAYOFFS ARE OCCURRING OR ARE EXPECTED IN THE NEXT FEW YEARS. LOSSES ARE GENERALLY BEING PASSED DOWN TO SMALLER SIZED SUPPLIERS OF WHICH THE KANSAI POSSESSES A GREATER THAN THE NATIONAL AVERAGE OF MEDIUM & SMALL SIZED BUSINESSES INTEGRATED IN TO THE EXPORT ECONOMY. COMPANIES ARE COPING WITH THE HIGHER YEN BY REDUCING CAPACITY SCRAMBLING FOR NEW EXPORT MARKETS & ADOPTING LOWER COST PRODUCTION STRATEGIES. IMPORTANTLY COMPANIES ARE BUYING MORE ABROAD & DIVERSIFYING INTO NEW BUSINESS VENTURES. KANSAI FIRMS ARE KNOWN TO BE MORE OPEN TO NEW BUSINESS IDEAS THAN THEIR TOKYO COLLEAGUES. OPPORTUNITIES EXIST FOR CANADIAN EXPORTERS IN HIGH TECH AREAS OF BIOTECHNOLOGY ELECTRONICS & COMMUNICATIONS FOR FORM JOINT VENTURES FOR ENTERING THE JAPANESE AND/OR THIRD COUNTRY MARKETS. LAYOFFS PRECIPITATED BY REDUCED EXPORT PROFITS IN THE STEEL INDUSTRY MARKS THE BEGINNING OF THE END FOR THE FAMED LIFE-TIME EMPLOYMENT SYSTEM A LONG HELD NOTION AMONG THE JAPANESE. THIS ATTITUDINAL CHANGE RUNS PARALLEL TO THE MOVE TOWARDS "INTERNATIONALIZATION" AN ISSUE DEBATED DAILY. AIDED BY MORE DISPOSABLE INCOME & OVERSEAS TRAVEL. JAPANESE CONSUMERS ARE GIVING GREATER ACCEPTANCE TO FOREIGN-MADE GOODS PARTICULARLY FOOD & BEVERAGE PRODUCTS & HIGH QUALITY CONSUMER ITEMS. A BOOM IN HOUSING IS CREATING GREATER OPPORTUNITIES FOR MANUFACTURED WOOD PRODUCTS. JAPAN'S IMMENSE EXTERNAL TRADE SURPLUS IS EXPECTED TO GRADUALLY DECLINE BUT IN THE INTERIM REMAIN A MAJOR SOURCE OF POLITICAL IRRITATION IN US/JAPAN TRADE RELATIONS. ALSO THE PROSPECTS OF US\$ 50 BIL. IN PLANNED CAPITAL PROJECTS OVER THE NEXT 15 YEARS MEANS POLITICAL PRESSURE WILL CONTINUE TO FORCE AN OPENING OF THE NEW KANSAI INT'L AIRPORT PROJECT TO FOREIGN PARTICIPATION. WITH THE RIGHT PRODUCT & PERSISTENCE OPPORTUNITIES EXIST FOR CDN COYS TO SUPPLY A WIDE RANGE OF PRODUCTS NOT NECESSARILY THOSE RESTRICTED TO THE CATEGORIES OF AIRPORT RELATED EQUIPMENT & SERVICES. THE YEN RATE ACCELERATED MOVEMENT OF PRODUCTION FACILITIES OUT OF JAPAN TO LOWER COST CENTERS OR CLOSER TO TRADITIONAL EXPORT MARKETS (ESPECIALLY FOR CONSUMER ELECTRONICS ELECTRICAL EQUIPMENT & CHEMICALS). OF TOTAL JAPANESE DIRECT INVESTMENT OVERSEAS 15% WAS PLACED DURING 876 ALONE WITH 50% PLACED OVER LAST 3 YRS. HOWEVER IN TERMS OF NEW MARGINAL DIRECT INVESTMENT AUSTRALIA US & MEXICO ARE THE PREFERRED LOCATIONS. MOST IMPORTANT FACTOR IS NEW INVESTMENT DECISION FOR MOST SMALL & MEDIUM SIZED INVESTORS IN KANSAI IS SECURITY OF MARKET ACCESS. CDA-US FTA THEREFORE IS EXPECTED

## Export and Investment Promotion Planning System

REPT: SYN-GED 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 527 OSAKA

Market: 265 JAPAN

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

## 1. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: BOOM IN OFFICE AUTOMATION CONTINUING. MARKET HIGHLY SOPHISTICATED BUT ENTRY IS RELATIVELY EASY FOR COMPANIES POSSESSING STATE-OF-ART PRODUCT & WILLING TO ADOPT TO LOCAL CONDITIONS.

## 2. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: IMAGE OF CDA AS COUNTRY POSSESSING CLEAN ENVIRONMENT & HEALTH LIFE-STYLE IS CONTRIBUTING TO EASE OF MARKET ENTRY. FIVE YRS AGO THERE WERE ONLY A HANDFUL OF CDN FOOD PRODUCTS BUT NOW DUE TO MKT ACCEPTANCE

## 3. 002 FISHERIES, SEA PRODUCTS &amp; SERV.

REASONS: CONSUMERS TASTES WITH RESPECT TO NEW FISH VARIETIES & NON-TRADITIONAL FISH PRODUCTS ARE CHANGING RAPIDLY. FOREIGN FOOD PRODUCTS IN GENERAL RECEIVING MUCH GREATER MARKET ACCEPTANCE.

## 4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: KANSAI AIRPORT PROJECT (US\$ 8 BIL) REPRESENTS GOOD OPPORTUNITY FOR COMPANIES PRODUCING AIRPORT RELATED PRODUCTS & SERVICES. SEVERAL OTHER MAJOR AIRPORT & OTHER CAPITAL PROJECTS ARE IN PLAN. STAGES IN CEN JAP.

## 5. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: JAPAN CURRENTLY EXPERIENCING HOUSING BOOM FUELED BY REDUCTIONS IN PUBLIC FUNDED MORT. LOANS TO CONSUMERS. IMPORTS OF MFG. WOOD PRODUCTS ARE INCREASING RAPIDLY ESPEC. IN VARIETY OF RESIDENTIAL APPLICATIONS.

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

1. 009 FOREST PRODUCTS, EQUIP, SERVICES
2. 010 MINE, METAL, MINERAL PROD & SRV
3. 001 AGRI & FOOD PRODUCTS & SERVICE
4. 012 PETROCHEM & CHEM PROD, EQP, SERV
5. 003 GRAINS AND OILSEEDS
6. 002 FISHERIES, SEA PRODUCTS & SERV.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 527 OSAKA

Market: 265 JAPAN

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 015 SEMI &amp; PROCESSED FOOD &amp; DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1500.00M	\$ 1200.00M	\$ 1000.00M	\$ 940.00M
Canadian Exports \$	8.00M	\$ 5.00M	\$ 5.10M	\$ 4.20M
Canadian Share of Import Market	0.53%	0.42%	0.51%	0.40%

## Major Competing Countries

	Market Share
i) 609 EUROPEAN COMMON MARKET C	025 %
ii) 577 UNITED STATES OF AMERICA	020 %
iii) 011 AUSTRALIA	006 %
iv) 370 NEW ZEALAND	005 %
v) 192 PEOPLE'S REP OF CHINA	004 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) FROZEN FOODS	\$ 3.00 M
ii) CUSTOMIZED FOODS	\$ 0.65 M
iii) MISC. PROCESSED FOODS	\$ 0.60 M
iv) BEVERAGE	\$ 0.40 M
v) MATSUTAKE MUSHROOMS	\$ 0.30 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

## Export and Investment Promotion Planning System

MISSION: 527 OSAKA

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- use of Canadian Government export promotion activities

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP WITH FOOD CHAINS/DEPARTMENT STORES TO ENCOURAGE CONTINUED STOCKING OF CANADIAN PRODUCTS AFTER FOOD FAIRS AND TO DETERMINE MARKET ACCEPTANCE AND ADVISE EXPORTERS ON WAYS TO IMPROVE PRODUCT PRESENTATION.

Results Expected: INCREASED AVAILABILITY OF FOOD PRODUCTS THROUGHOUT YEAR.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 527 OSAKA

Market: 265 JAPAN

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 021 FISH &amp; SHELLFISH &amp; OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2500.00M	\$ 2100.00M	\$ 1500.00M	\$ 1349.00M
Canadian Exports \$	100.00M	\$ 80.00M	\$ 60.00M	\$ 60.00M
Canadian Share of Import Market	4.00%	3.80%	4.00%	4.50%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	018 %
ii) 268 KOREA	014 %
iii) 434 TAIWAN	012 %
iv) 206 INDIA	005 %
v) 011 AUSTRALIA	004 %
vi) 214 INDONESIA	003 %

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

Current status of Canadian exports: Well established and growing

## Products/services for which there are good market prospects

	Current Total Imports In Canadian \$
i) ATLANTIC HERRING ROE	\$ 30.00 M
ii) CAPELIN	\$ 20.00 M
iii) CRAB	\$ 10.00 M
iv) LIVE LOBSTER	\$ 3.00 M
v) RED FISH	\$ 2.00 M
vi) SALMON	\$ 0.00 M
vii) SEA URCHIN	\$ 0.00 M
viii) SURF CLAM	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems

## Export and Investment Promotion Planning System

MISSION: 527 OSAKA

COUNTRY: 265 JAPAN

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: FOLLOW-UP WITH FISH IMPORTERS TO DETERMINE ACCEPTANCE OF CANADIAN FISH PRODUCTS AND WAYS TO IMPROVE PRODUCT PRESENTATION.

Results Expected: BETTER ACCEPTANCE, CONSOLIDATED DISTRIBUTION CHANNELS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 527 OSAKA

Market: 265 JAPAN

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	850.00M	\$ 800.00M	\$ 760.00M	\$ 730.00M
Canadian Exports \$	4.80M	\$ 4.50M	\$ 4.20M	\$ 3.10M
Canadian Share of Import Market	0.60%	0.56%	0.55%	0.42%

## Major Competing Countries

## Market Share

i) 265 JAPAN	060 %
ii) 577 UNITED STATES OF AMERICA	030 %
iii) 268 KOREA	009 %
iv) 128 GERMANY WEST	002 %
v) 434 TAIWAN	001 %
vi) 051 UNITED KINGDOM	008 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) TELECOMMUNICATIONS EQUIPMENT	\$ 15.00 M
ii) WORKPLACE AUTOMATION	\$ 10.00 M
iii) COMPUTER EQUIPMENT	\$ 5.00 M
iv) SOFTWARE	\$ 2.00 M
v) ELECTRONIC COMPONENTS	\$ 1.00 M
vi) REMOTE SENSING	\$ 5.00 M
vii) INSTRUMENTATION	\$ 5.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: KANSAI INTERNATIONAL AIRPORT PROJECT  
Approximate Value: \$ 15 M  
Financing Source: 013 NFR  
For further info. please contact:  
P. DRABBLE CONGEN OSAKA

## Export and Investment Promotion Planning System

MISSION: 527 OSAKA

COUNTRY: 265 JAPAN

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

**Activity: IDENTIFICATION OF AND NOTIFICATION TO CANADIAN FIRMS WHICH SHOULD BE MADE AWARE OF SPECIFIC MARKET OPPORTUNITIES IN TERRITORY.**

**Results Expected: FOCUSING OF SECTORAL CAPABILITIES AND PREPARATION FOR SUPPORT OF NEW MARKETING ENDEAVOURS.**

**Activity: WORK WITH EMBASSY IN TOKYO TO ASSIST IDENTIFICATION OF IMPORTANT TARGET PURCHASERS IN TERRITORY (AS REQUIRED).**

**Results Expected: IDENTIFICATION OF IMPORTANT CONTACTS FOR PROMOTION ACTIVITIES.**

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

**Activity: CONVEY INFORMATION CONCERNING PROCUREMENT FOR THE KANSAI INTERNATIONAL AIRPORT TO COMPANIES WITH GOOD SALES POTENTIAL.**

**Results Expected: DEVELOP INTEREST IN AIRPORT PROJECT BY SEVERAL COMPANIES IN THIS INDUSTRY SECTOR.**

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 527 OSAKA

Market: 265 JAPAN

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 450.00M	\$ 400.00M	\$ 400.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	025 %
ii) 128 GERMANY WEST	015 %
iii) 051 UNITED KINGDOM	012 %
iv) 268 KOREA	010 %

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

Current status of Canadian exports: No Export results to date

Products/services for which there are  
good market prospects

## Current Total Imports

In Canadian \$

i) AIRPORT EQUIPMENT	\$ 30.00 M
ii) COMMUNICATIONS	\$ 5.00 M
iii) NAVIGATION	\$ 3.00 M
iv) CONSULTING SERVICES	\$ 0.50 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: KANSAI INTERNATIONAL AIRPORT PROJECT  
(TERMINAL FACILITIES)

Approximate Value: \$ 2000 M

Financing Source: 012 DDM

For further info. please contact:

P. DRABBLE CONGEN OSAKA

ii) Project Name: CHUBU INTERNATIONAL AIRPORT PROJECT

Approximate Value: \$ M

Financing Source: 012 DDM

For further info. please contact:

P. DRABBLE CONGEN OSAKA

## Export and Investment Promotion Planning System

MISSION: 527 OSAKA

COUNTRY: 265 JAPAN

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: OSAKA SCIENCE CITY  
Approximate Value: \$ 1000 M  
Financing Source: 012 DOM  
For further info. please contact:  
P. DRABBLE CONGEN OSAKA

iv) Project Name: OSAKA TELEPORT PROJECT  
Approximate Value: \$ 1500 M  
Financing Source: 012 DOM  
For further info. please contact:  
P. DRABBLE CONGEN OSAKA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP WITH COMPANIES REGISTERED TO ENSURE THEY ARE AWARE OF PROCEDURAL CHANGES REGARDING CONTRACT BIDDING.

Results Expected: COMPANIES TAKING EFFECTIVE STEPS TO PREPARED FOR SUBMISSION OF BIDDING TENDERS.

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

Activity: WORK WITH KANSAI AIRPORT PROJECT TEAMS (SUMITOMO, MITSUBISHI ETC.) TO DETERMINE AND IDENTIFY GAPS WHICH CAN BE FILLED BY CANADIAN SUPPLIERS.

Results Expected: INCREASED NUMBER OF CANADIAN COMPANIES FINDING JOINT VENTURE PARTNERS FOR KIAO AIRPORT PROJECT.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 527 OSAKA

Market: 265 JAPAN

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1100.00M	\$ 1000.00M	\$ 804.00M	\$ 784.00M
Canadian Exports \$	160.00M	\$ 148.00M	\$ 127.00M	\$ 86.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	033 %
ii) 344 MALAYSIA	029 %
iii) 075 CANADA	015 %
iv) 553 UNION OF SOVIET SOC REP	011 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) HARDWOOD VENEER	\$ 20.00 M
ii) REMANUFACTURED WOOD PRODUCTS	\$ 15.00 M
iii) HARWOOD FLOORING	\$ 10.00 M
iv) SOFTWOOD VENEER	\$ 5.00 M
v) FURNITURE	\$ 2.00 M
vi) ORIENTED-STRAND BOARD	\$ 1.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 527 OSAKA

COUNTRY: 265 JAPAN

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

**Activity: IDENTIFY AND VISIT IMPORTANT CONTACTS IN MARKET FOR FUTURE PROMOTIONAL ACTIVITIES.**

**Results Expected: GREATER INTEREST IN CANADIAN MANUFACTURED WOOD PRODUCTS.**

**Activity: ORGANIZE SEMINAR IN CONSULATE FOR PROMOTION OF WARNNESS OF CANADIAN WOOD PRODUCTS WITH ASSISTANCE FROM INDUSTRY AND GOVERNMENT.**

**Results Expected: MORE AND BETTER CONTACT(S) BETWEEN CANADIAN SUPPLIERS AND JAPANESE BUYERS.**

**Activity: REPORT ON CURRENT AND POTENTIAL MARKET SHARE OF EXPORTERS FOR SELECTED SOLID WOOD PRODUCTS.**

**Results Expected: BETTER UNDERSTANDING OF STRATEGIS COMPANIES NEED TO EMPLOY TO GAIN ACCESS TO LOCAL MARKET.**

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 527 OSAKA

Country: 265 JAPAN

## Highlights of Investment Environment

Estimated Value Of Equity Investment  
In Canada From This Post Territory:

\$ 0.05 M

Estimated Value Of Annual Direct Equity  
Investments To All Destinations From  
This Post Territory:

\$ 0.01 M

Country Destinations Of Direct  
Equity Investment From Post  
TerritoryEstm. Value  
\$ CDN% Of Annual Direct Equity  
Investment Outflows By  
Category Of Investors

1. 577 UNITED STATES OF AMERICA	\$ 0.06 M	1. Corporations : 98.00 %
2. 610 LATIN AMERICA	\$ 0.03 M	2. Institutional : 2.00 %
3. 605 ASIA OR FAR EAST	\$ 0.02 M	3. Entrepreneurs : 0.00 %
4. 620 EUROPE	\$ 0.02 M	4. Immigrant Entr.: 0.00 %

The Mission Has Reported Factors That Tend To Change  
Outward Flows Of Investment From The Post Territory Including:

- Corporate Search For Cheaper Production And/Or Operating Costs Outside The Country
- Corporate Expansion To Seek New Markets
- Corporate Expansion To Serve Better Existing Markets

The Mission Reports That Investors From The Post Territory Who Invest Abroad  
In Manufacturing Tend To Invest In The Following Sector(s) Subsector(s)

## -SECTOR(S)-

1. 016 INDUSTRIAL MACHIN. PLANTS, SERV.
2. 007 POWER & ENERGY EQUIP. & SERV.
3. 006 ELECTRONICS EQUIP. & SERV

## -SUBSECTOR(S)-

- 999 ALL SUB-SECTORS  
077 ELECTRICAL MACHINES & SYSTEMS  
063 CONSUMER ELECTRONICS

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: 84 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 527 OSAKA

Country: 265 JAPAN

**Equity Propensity Of Key Sources Of Investment From This Territory**

Corporations : Start-up Investment To Create New Enterprise (100% Ownership)  
Institutional : Partial Ownership Of Existing Corporate Facilities With Direct  
Involvement In Day-to-Day Operations  
Entrepreneurs :  
Immigrant Entr. :

**Sector Preferences By Type Of Key Investors**

Corporations : Manufacturing Industries  
Institutional : Portfolio Investment  
Entrepreneurs :  
Immigrant Entr. :

**Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.**

Sector : 016 INDUSTRIAL MACHIN, PLANTS, SERV.  
Subsector: 999 ALL SUB-SECTORS

**Reason(s):**

INDUSTRIES IN KANSAI TYPICALLY SMALL & MEDIUM SIZED DIRECTLY & IN-  
DIRECTLY INTEGRATED INTO EXPORT SECTOR. ESCALATION IN YEN VALUE MAKES  
CDA ATTRACTIVE LOCATION FOR LOW COST MFG BASE FOR EXPORT TO US MARKET.

**Program Plans:**

PROSPECTIVE CANDIDATES IN THIS SECTOR WHICH HAVE BEEN IDENTIFIED  
THROUGH INVESTMENT SEMINARS ORGANIZED BY CONGEN DURING 86-87 FY OR  
IDENTIFIED BY OTHER MEANS WILL BE CONTACTED & THEIR IMMEDIATE INVEST-  
MENT INTENTIONS DETERMINED.

**Anticipated Results:** GENERATE NEW INVESTMENT ENQUIRIES WHICH  
LEAD TO ACTION IN CANADA.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 527 OSAKA

Country: 265 JAPAN

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.

Sector : 006 ELECTRONICS EQUIP. & SERV  
Subsector: 999 ALL SUB-SECTORS

Reason(s):

ELEC. COYS SEEK EXPAND MARKET SHARE REDUCED THREAT OF PROTECTIONISM  
BETTER KNOWLEDGE OF CUSTOMER REQUIREMENTS & LOWER COST PRODUCTION CTRS  
IN NA. PRESSURE TO INVEST OVERSEAS BECAUSE OF INC. LOCAL COMPETITION

Program Plans:

PROSPECTIVE CANDIDATES IN SECTOR WHICH HAVE BEEN IDENTIFIED THROUGH  
INVESTMENT SEMINARS ORGANIZED BY CONGEN DURING 86-87 FY OR IDENTIFIED  
BY OTHER MEANS WILL BE CONTACTED & THEIR IMMEDIATE INVESTMENT INTEN-  
TIONS DETERMINED.

Anticipated Results: GENERATE NEW INVESTMENT ENQUIRIES WHICH  
LEAD TO ACTION IN CANADA.

Sector : 008 TRANSPORT SYS, EQUIP, COMP, SERV.  
Subsector: 081 AUTOMOTIVE

Reason(s):

TENDENCY BY AUTO PARTS SUPPLIERS TO FOLLOW TRADITIONAL CUSTOMERS  
(JAPANESE AUTO ASSEMBLERS) TO NA. LARGE PROPORTION OF NEW JAPANESE  
AUTO ASSEMBLY PLANTS ARE LOCATING IN CANADA.

Program Plans:

PROSPECTIVE CANDIDATES IN THIS SECTOR WHICH HAVE BEEN IDENTIFIED  
THROUGH INVESTMENT SEMINARS ORGANIZED BY CONGEN DURING 86-87 FY OR  
IDENTIFIED BY OTHER MEANS WILL BE CONTRACTED AND THEIR IMMEDIATE  
INVESTMENT INTENTIONS DETERMINED.

Anticipated Results: GENERATE NEW INVESTMENT ENQUIRIES WHICH  
LEAD TO ACTION IN CANADA.

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DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 527 OSAKA

Country: 265 JAPAN

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.

Sector : 014 EDUCATION, MEDICAL, HEALTH PROD  
Subsector: 141 PHARMACEUTICALS, BIOTECHNOLOGY

Reason(s):

FIFTY % OF JAPANESE BIOTECHNOLOGY INDUSTRY LOCATED IN KANSAI. LARGE NO. OF NEW ENTRANTS (TRADITIONALLY NON-BIOTECH COYS) SEEK TO EXPAND MARKET SHARE. COYS GOING TO NA TO ACCESS NEW PRODUCTS & TECHNOLOGIES

Program Plans:

PROSPECTIVE CANDIDATES IN THIS SECTOR WHICH HAVE BEEN IDENTIFIED THROUGH INVESTMENT SEMINARS ORGANIZED BY CONGEN DURING 86-87 FY OR IDENTIFIED BY OTHER MEANS WILL BE CONTACTED AND THEIR IMMEDIATE INVESTMENT INTENTIONS DETERMINED.

Anticipated Results: GENERATE NEW INVESTMENT ENQUIRIES WHICH LEAD TO ACTION IN CANADA.

Other Investment Program Plans

Activity(ies):

COOPERATE WITH OSAKA CHAMBER OF COMMERCE & INDUSTRY ON PLANS TO SEND INVESTMENT MISSION TO CDA IN SPRING 88.

Anticipated Results: IDENTIFY & COMMUNICATE IMPORTANT NEW INVESTMENT OPPORTUNITIES TO CHAMBER MEMBERSHIP LEADING TO DIRECT INVESTMENT IN CDA.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89

INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 527 OSAKA

Country: 265 JAPAN

**Other Investment Program Plans**

**Activity(ies):**

REPORT ON STRATEGIES OF OTHER FOREIGN GOVERNMENTS TO PROMOTE INVESTMENT IN KANSAI.

**Anticipated Results:**

BETTER UNDERSTANDING OF STRATEGIES OF OTHER GOVERNMENTS MAY LEAD TO MORE EFFECTIVE INVESTMENT PROMOTION PRACTICES FOR OURSELVES.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 527 OSAKA

Country: 265 JAPAN

Investment Promotion Activities Proposals

Type Of Event: 070 OTHER PROMOTIONAL EVENTS

Description: POST-INITIATED CALLS ON ATTENDEES AT VARIOUS SEM.

Priority: 2

Date: 00/00

Sector: 999 MULTIPLE SECTORS

Sub-Sector: 999 ALL SUB-SECTORS

Location:

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 527 OSAKA		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS OSAKA INTERNATIONAL TRADE FAIR		0489
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
024 MISSION INCOMING JAPANESE FISH BUYERS MISSION		0489
Sector: 005 COMM. & INFORM. EGP. & SERV		
010 FAIRS JAPAN ELECTRONICS SHOW	OSAKA	1089
024 MISSION INCOMING COMMUNICATIONS TECHNOLOGY MISSION		0789
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS AIRPORT CONSTRUCTION EXHIBITION	OSAKA	0489
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS BIO '89	OSAKA	1089
020 MISSION OUTGOING EXPO '90 INTERNATIONAL GARDEN & GREENERY EXPO	OSAKA	0490
024 MISSION INCOMING BIOTECHNOLOGY MISSION TO CANADA		0689

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 531 WELLINGTON

Country: 370 NEW ZEALAND

THE GOV'T FIRM MONETARY & FISCAL POLICIES CONTINUE TO HAVE A PROFOUND IMPACT ON THE NZ ECONOMY. HOWEVER THE EXPECTED CONTINUED POSITIVE REFLECTIONS OF THESE POLICIES HAVE BEEN SERIOUSLY AFFECTED BY THE OCT. 87 SEVERE DECLINE IN THE VALUE OF SHAREMARKETS. THE RESULTANT REDUCTION IN CONSUMER SPENDING & THE DECREASED INVESTMENT IN CAPITAL GOODS ARE EXPECTED TO RESULT IN A DECLINE IN REAL CONSUMPTION BY 0.5-1%. THE IMPACT OF THIS REDUCED CONSUMPTION WILL BE CONCENTRATED ON A DISCRETIONARY SPENDING AT BOTH THE CONSUMER & INDUSTRIAL LEVEL WHICH WILL LEAD TO A REDUCTION IN INVESTMENT OVER THE LONG-TERM. ALTHOUGH THIS CAN BE EXPECTED TO HAVE THE GREATEST EFFECT ON DOMESTIC PRODUCTION COS ALREADY WEAKENED BY THE EFFECTS OF HIGH INTEREST & HIGH EXCHANGE RATES IT WILL ALSO AFFECT DOMESTIC & FOREIGN INVESTMENT & IMPORTS OVER THE SHORT TERM. WEAKER EXPORT DEMAND ESPECIALLY FOR NON-AGRICULTURAL PRODUCTS WILL BE PARTIALLY OFFSET BY THE DEPRECIATION OF THE NZ DOLLAR. WHILE EXPORTS WILL BE ENHANCED BY THE DECLINE OF THE NZ DOLLAR MORE DIFFICULT CONDITIONS IN MARKETS PARTICULARLY FOR MANUFACTURED EXPORTS ARE EXPECTED TO RESULT IN LOWER VOLUMES (5% FALL). THERE WILL BE SIMILAR EFFECTS ON SERVICE ESPECIALLY TOURISM. GROWTH OF DOMESTIC DEMAND INCLUDING CONSUMER DURABLES & INVESTMENT GOODS WILL BE THE MOST AFFECTED. MUCH OF THE REDUCED CONSUMPTION IS EXPECTED TO AFFECT IMPORTS BECAUSE THE SLIGHT INCREASE IN IMPORTS SEEN IN THE 1ST HALF OF 87 WAS PRIMARILY IN DISCRETIONARY SPENDING. CDN EXPORTS TO NZ ARE EXPECTED TO DECLINE BY 7% IN 87. OVERALL GDP GROWTH IS EXPECTED TO FALL BY BETWEEN 1-1.5% IN FY 87/88 & TO HAVE ZERO GROWTH IN 88/89. ALTHOUGH THE ECONOMY SAW SOME EXPANSION UP UNTIL THE 87 PLUNGE IN THE VALUE OF THE SHAREMARKET IT IS NOW EXPECTED TO DECLINE. THE CURRENT PRESSURES FROM INCREASED COMPETITION THROUGH GOV'T DEREGULATION & THE CORPORATION WILL RESULT IN A TENDENCY FOR THESE NEW CORPORATIONS TO GRADUALLY INCREASE PROCUREMENT ACTIVITIES IN 88/89. TO REALIZE AN INCREASED CDN SHARE OF THIS CONTRACTING MARKET WILL REQUIRE VIGOROUS MARKETING BY CDN PRODUCERS WHO IN SOME SECTORS HAVE ALREADY BEEN SUCCESSFUL IN INCREASING THIS SHARE. POLITICAL UNREST IN FIJI IS EXPECTED TO CAUSE CHANGES IN THE PURCHASING PATTERNS THROUGHOUT THE SOUTH PACIFIC. BECAUSE OF THE TIGHT FOREIGN RESERVE SITUATION IN FIJI MAJOR DEVELOPMENTS HAVE BEEN PUT ON HOLD WHICH HAS A "SPILL OVER" EFFECT IN THE REMAINDER OF THE REGION. ON THE POSITIVE SIDE FIJI IS SEEKING NEW SOURCES OF SUPPLY FOR CONSUMER GOODS & CAPITAL EQUIPMENT AWAY FROM THOSE TRADITIONAL SOURCES IN NZ & AUSTRALIA WHICH COULD PROVIDE OPPORTUNITIES FOR CANADIAN INDUSTRY.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

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

## 1. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: TECHNICALLY SUPERIOR PRODUCTS; VERY MATURE MARKET; CDA WELL KNOWN; EXCELLENT CDN MARKETING; WELL COORDINATED POST ACTIVITIES

## 2. 013 CONSUMER PRODUCTS

REASONS: OPENING/GROWING MARKET; DESIRE FOR NORTH AMERICAN PRODUCTS; PREFERENCE TARIFF TO CANADA

## 3. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: CANADIAN PRODUCTS ATTRACTIVE; OPENING/GROWING MARKET; GOOD PPP SUPPORT

## 4. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: GROWING CONCERN FOR SECURITY EQUIPMENT IN NEW ZEALAND; NZ NEED TO AUTOMATE PRODUCTION CONTROL

## 5. 006 ELECTRONICS EQUIP. &amp; SERV

REASONS: ANZUS RIFT REQUIRES NZ TO SEARCH FOR NEW SOURCES OF SUPPLY; CDA/NZ MOU WILL PROVIDE SMOOTH MECHANISM FOR PROCUREMENT

## 6. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: CDA WELL KNOWN IN TELECOMS INDUSTRY; CDN EXPOSURE IN IT INDUSTRY GROWING; IT INDUSTRY GROWING BY 40% ANNUALLY

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

1. 005 COMM. &amp; INFORM. EQP. &amp; SERV

2. 013 CONSUMER PRODUCTS

3. 009 FOREST PRODUCTS, EQUIP, SERVICES

4. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 015 SEMI &amp; PROCESSED FOOD &amp; DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	170.00M	\$ 164.40M	\$ 106.60M	\$ 120.40M
Canadian Exports \$	4.00M	\$ 3.50M	\$ 3.70M	\$ 5.00M
Canadian Share of Import Market	2.00%	1.00%	1.70%	2.00%

## Major Competing Countries

## Market Share

i) 370 NEW ZEALAND	050 %
ii) 011 AUSTRALIA	018 %
iii) 051 UNITED KINGDOM	005 %
iv) 577 UNITED STATES OF AMERICA	004 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CONFECTIONERY	\$ 14.00 M
ii) CANNED FOOD	\$ 5.00 M
iii) FROZEN FRUIT & VEGES	\$ 5.00 M
iv) FROZEN DINNERS	\$ 1.50 M
v) FLOUR	\$ 0.30 M
vi) BREAKFAST CEREALS	\$ 0.10 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: WOOLWORTHS FOOD PROMO  
Approximate Value: \$ 2 M  
Financing Source: 012 DOM  
For further info. please contact:  
RON HEY (AKLND) TELX: NZ 21645

## Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: WOOLWORTHS SUPERMARKET PROMOTION 1988 - MARCH

Results Expected: INTRODUCTION OF AND CONSOLIDATION OF APPROX  
10 NEW & EXISTING AGENCY LINES

Activity: VISIT FOOD AND BEVERAGE SHOW, TORONTO 1988

Results Expected: SPEAK WITH UNREPRESENTED CDN MANUFACTURERS &  
EXPORTERS & TO ACHIEVE 4 NEW AGENCIES

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

Activity: CATALOGUE SHOWS, AUCKLAND, WELLINGTON

Results Expected: INTRODUCE 5 NEW CANADIAN COMPANIES TO NZ  
BUYERS AND IMPORTERS

Activity: VISIT FOOD PACIFIC 88

Results Expected: SPEAK WITH CANADIAN EXPORTERS & MANUFACTURERS  
& CONDUCT CATALOGUE SHOW ON RETURN OF 10 NEW  
EXPORTERS

Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

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

Activity: WOOLWORTHS SUPERMARKET PROMO MARCH 1989

Results Expected: INCREASE OF CANADIAN SHARE OF MARKET BY 10%

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	160.00M	\$ 130.00M	\$ 121.00M	\$ 127.00M
Canadian Exports \$	7.00M	\$ 6.50M	\$ 5.50M	\$ 4.70M
Canadian Share of Import Market	4.50%	5.00%	5.00%	3.70%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	030 %
ii) 051 UNITED KINGDOM	020 %
iii) 268 KOREA	010 %
iv) 577 UNITED STATES OF AMERICA	030 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports In Canadian \$	
i) AMMUNITION	\$ 5.00 M
ii) COMMUNICATIONS	\$ 1.00 M
iii) C-9 COMPONENTS	\$ 0.50 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: P 3 PHASE II PROGRAM  
Approximate Value: \$ 10 M  
Financing Source: 012 DOM  
For further info. please contact:  
JIM GANDERTON WLGTON TLX:NZ 3577

## Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:  
CDN EXPORTERS ARE NOW REALISING THAT NZ MOD MKT IS NOT TOO SMALL

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PREPARATION OF DETAILED REPORT OF NZ MOD OPPORTUNITIES FOLLOWING HITECH

Results Expected: IDENTIFICATION OF 4-6 NEW OPPORTUNITIES

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

Activity: LOBBY NZ MOD AND DND TO ENTER INTO PROCUREMENT MOU

Results Expected: ESTABLISHMENT OF EXPANDED MOU

Activity: DELINEATION OF STRENGTHS OF NZ AGENTS

Results Expected: 4 NEW AGENCY AGREEMENTS

Activity: CONVINCING MOD AND DND TO HAVE JOINT DEVELOPMENT

Results Expected: INITIATION OF FIRST SMALL SCALE JOINT DEVELOPMENT PROJECT.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 005 COMM. &amp; INFORM. EGP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	680.00M	\$ 593.00M	\$ 517.00M	\$ 489.00M
Canadian Exports \$	27.20M	\$ 17.80M	\$ 13.80M	\$ 19.20M
Canadian Share of Import Market	4.00%	3.00%	2.60%	4.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	037 %
ii) 577 UNITED STATES OF AMERICA	033 %
iii) 051 UNITED KINGDOM	006 %
iv) 011 AUSTRALIA	005 %
v) 434 TAIWAN	003 %
vi) 616 OTHER COUNTRIES	016 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports

i) DATA EQUIP	In Canadian \$
ii) PABX	\$ 50.00 M
iii) TELEPHONE EQUIPMENT	\$ 20.00 M
	\$ 2.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: IT CATALOGUE SHOW  
Approximate Value: \$ 5 M  
Financing Source: 012 DOM  
For further info. please contact:  
SCOTT FRASER (AKLND) TLX: NZ21645

## Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the unsuitability of Canadian products for this market
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
CANADIAN EXPORTERS PERCEIVE THE MKT TO BE TOO SMALL

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PREPARATION OF REPORT ON YEAR-AFTER-DEREGULATION OF TELECOMS

Results Expected: IDENTIFICATION OF DIRECTIONS OF TELECOMS ACTIVITIES

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

Activity: PROMOTION OF CANADIAN CAPABILITIES IN IT

Results Expected: REALISING ONE JV IN IT INDUSTRY

Activity: PROVIDE ASSISTANCE TO MICROTEL TO INTRODUCE PRODUCT TO ELECTRIC CORP/TELECOMS

Results Expected: MICROTEL AS PREFERRED SUPPLIER FOR AUSSAT

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Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

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

Activity: LOBBY DTI TO DEREGULATE TELECOMS NETWORK

Results Expected: PROVIDE OPPORTUNITY FOR MICROTEL

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 006 ELECTRONICS EQUIP. &amp; SERV

Subsector: 061 PRODUCTS &amp; COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	480.00M	\$ 438.00M	\$ 380.00M	\$ 322.00M
Canadian Exports \$	4.00M	\$ 3.20M	\$ 2.50M	\$ 3.20M
Canadian Share of Import Market	0.80%	0.70%	0.70%	1.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	025 %
ii) 577 UNITED STATES OF AMERICA	018 %
iii) 011 AUSTRALIA	013 %
iv) 051 UNITED KINGDOM	012 %
v) 128 GERMANY WEST	007 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) INDUSTRIAL PROCESS	\$ 90.00 M
ii) PASSIVE COMPONENTS	\$ 80.00 M
iii) ACTIVE COMPONENTS	\$ 27.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: ELECTRONICS CATALOGUE SHOW  
Approximate Value: \$ 1 M  
Financing Source: 012 DOM  
For further info. please contact:  
SCOTT FRASER (AKLND) TLX: NZ 21645

## Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: COLLECTION OF BROCHURES FROM CANADIAN EXPORTERS FOR TABLE TOP SHOWS.

Results Expected: INTRODUCTION OF 10 CANADIAN COY TO N. ZEALAND MARKET

Activity: 2 TABLE TOP SHOWS

Results Expected: ESTABLISH 6 NEW CDN AGENCIES

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

Activity: UPDATE OF ELECTRONICS SURVEY

Results Expected: DISTRIBUTE SURVEY TO 50 CANADIAN COY AND RESULT IN 10 NEW AGENCIES

Activity: SURVEY OF INDUSTRIAL PROCESS CONTROL EQUIPMENT IN NZ

Results Expected: INITIAL INTRODUCTION OF NZ MKT TO 15 CDN COYS NOT PRESENTLY EXPORTING

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	26.40M	\$ 24.00M	\$ 22.70M	\$ 17.30M
Canadian Exports \$	10.40M	\$ 9.60M	\$ 8.70M	\$ 4.60M
Canadian Share of Import Market	39.40%	40.00%	38.40%	26.30%

## Major Competing Countries

## Market Share

i) 344 MALAYSIA	012 %
ii) 068 CHILE	009 %
iii) 577 UNITED STATES OF AMERICA	007 %
iv) 362 FIJI	007 %
v) 011 AUSTRALIA	006 %
vi) 016 NEW GUINEA	006 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) SAWN CEDAR	\$ 6.80 M
ii) CEDAR SHINGLES & SHAKES	\$ 1.60 M
iii) SAWN HEMLOCK/SPRUCE	\$ 1.20 M
iv) SAWN HARDWOODS	\$ 0.60 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: COFI PUBLICATION DISTRIBUTION  
 Approximate Value: \$ 2 M  
 Financing Source: 012 DOM  
 For further info. please contact:  
 RAY NEWLAND (WLGTN) TELX: NZ 3577

## Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: DISTRIBUTE NEW PUBLICATION OF COUNCIL OF FOREST INDUSTRY BC BUYERS GUIDE TO NZ LUMBER IMPORTERS

Results Expected: THREE NEW AGENCY CONNECTIONS

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

Activity: LOBBY NZ AUTHORITIES TO RELAX PRESENT IMPORT RESTRICTIONS COVERING SHINGLES/SHAKES

Results Expected: REMOVAL OF IMPORT RESTRICTIONS BY 1988

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 096 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size (import) \$	312.00M	\$ 280.00M	\$ 261.00M	\$ 305.00M
Canadian Exports \$	8.00M	\$ 6.40M	\$ 5.10M	\$ 11.20M
Canadian Share of Import Market	2.60%	2.30%	1.97%	3.60%

## Major Competing Countries

Market Share

i) 128 GERMANY WEST	021 %
ii) 577 UNITED STATES OF AMERICA	019 %
iii) 051 UNITED KINGDOM	013 %
iv) 011 AUSTRALIA	010 %
v) 265 JAPAN	009 %
vi) 612 SCANDINAVIA	004 %

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

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) TRANSPORT EQUIPMENT	\$ 90.00 M
ii) PULP AND PAPER EQUIP	\$ 70.00 M
iii) SAWMILLING EQUIPMENT	\$ 15.00 M
iv) FOREST HARVEST EQUIP	\$ 10.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: FOREST INDUSTRY SURVEY  
Approximate Value: \$ 3 M  
Financing Source: 012 DOM  
For further info. please contact:  
RAY NEWLAND (WLGTN) TLX: 3577

## Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:  
INCREASING ACTIVITY IN NZ BY EUROPEAN AND SCANDANAVIAN MANUFACTURERS (SAWMILLING AND PULP AND PAPER)

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP OF 87/88 FOREST EQUIP MISSION TO SECURE AGENCY CONNECTIONS

Results Expected: MINIMUM OF 4 AGENCIES TO BE ESTABLISHED

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

Activity: PROMOTE MANUFACTURE UNDER LICENCE OR JV BY INDUSTRY BLITZ

Results Expected: MINIMUM OF 2 JV'S TO BE ESTABLISHED

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 013 CONSUMER PRODUCTS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1400.00M	\$ 1340.80M	\$ 1160.80M	\$ 1218.40M
Canadian Exports \$	20.00M	\$ 17.50M	\$ 16.30M	\$ 21.20M
Canadian Share of Import Market	1.40%	1.30%	1.40%	1.70%

## Major Competing Countries

## Market Share

i) 011 AUSTRALIA	017 %
ii) 265 JAPAN	013 %
iii) 051 UNITED KINGDOM	010 %
iv) 577 UNITED STATES OF AMERICA	010 %
v) 434 TAIWAN	008 %
vi) 189 HONG KONG	007 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) HOUSEWARES	\$ 60.00 M
ii) GIFTWARE	\$ 60.00 M
iii) HARDWARE	\$ 60.00 M
iv) LEISURE PRODUCTS	\$ 50.00 M
v) FURNITURE	\$ 47.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- support provided by the PEMD program
- participation in trade missions
- use of provincial governments export promotion activities

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: VISIT CANADIAN GIFT AND TABLEWARE SHOW JANUARY 1988

Results Expected: MEET CANADIAN EXPORTERS AND CONDUCT CATALOGUE SHOW ON RETURN

Activity: VISIT TORONTO HARDWARE SHOW FEBRUARY 1988

Results Expected: MEET CANADIAN EXPORTERS AND CONDUCT CATALOGUE SHOW ON RETURN

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

Activity: CATALOGUE SHOW, FURNITURE, AUCKLAND, WELLINGTON

Results Expected: INTRODUCE TO NEW ZEALAND IMPORTERS MANUFACTURERS AND BUYERS, CDN FURNITURE, ESTABLISH 4 NEW AGENCIES.

Activity: CATALOGUE SHOW, GIFTWARE, AUCKLAND, WELLINGTON

Results Expected: INTRODUCE TO NEW ZEALAND IMPORTERS AND BUYERS CANADIAN GIFTWARES, ESTABLISH 3 NEW AGENCIES.

Activity: CATALOGUE SHOW, HARDWARE, AUCKLAND, WELLINGTON

Results Expected: INTRODUCE TO NZ IMPORTERS AND BUYERS CANADIAN HARDWARE, AND TO INCREASE CDN MARKET SHARE BY 10%

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 531 WELLINGTON

Country: 370 NEW ZEALAND

Highlights of Investment Environment

Estimated Value Of Equity Investment In Canada From This Post Territory:

\$ 300.00 M.

Estimated Value Of Annual Direct Equity Investments To All Destinations From This Post Territory:

\$ 200.00 M

Country Destinations Of Direct Equity Investment From Post Territory

Estm. Value \$ CDN

% Of Annual Direct Equity Investment Outflows By Category Of Investors

1. 011 AUSTRALIA	\$ 250.00 M	1. Corporations : 60.00 %
2. 577 UNITED STATES OF AMERICA	\$ 100.00 M	2. Institutional : 5.00 %
3. 051 UNITED KINGDOM	\$ 30.00 M	3. Entrepreneurs : 35.00 %
4.	\$ M	4. Immigrant Entr.: 0.00 %

The Mission Has Reported Factors That Tend To Change Outward Flows Of Investment From The Post Territory Including:

- Capital Flight Associated With Economic Uncertainty
- Corporate Search For Cheaper Production And/Or Operating Costs Outside The Country
- Corporate Expansion To Seek New Markets
- Corporate Expansion To Serve Better Existing Markets

The Mission Reports That Investors From The Post Territory Who Invest Abroad In Manufacturing Tend To Invest In The Following Sector(s) Subsector(s)

-SECTOR(S)-

-SUBSECTOR(S)-

- |   |                             |
|---|-----------------------------|
| 1. 009 FOREST PRODUCTS, EQUIP, SERVICES | 094 PULP AND PAPER PRODUCTS |
|---|-----------------------------|

Equity Propensity Of Key Sources Of Investment From This Territory

- Corporations : 100% Ownership Of Existing Corporate Facility
- Institutional :
- Entrepreneurs : 100% Ownership Of Existing Corporate Facility
- Immigrant Entr. :

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 531 WELLINGTON

Country: 370 NEW ZEALAND

Sector Preferences By Type Of Key Investors

Corporations : Manufacturing Industries  
Institutional :  
Entrepreneurs : Real-Estate  
Immigrant Entr.:

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Actipicipated Results.

Sector : 005 COMM. & INFORM. EGP. & SERV  
Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Reason(s):

MARKET IS STILL IN GROWTH PERIOD; COMPUTER INDUSTRY IS GROWING IN NZ  
AT THE RATE OF 40% ANNUALLY.

Program Plans:

CONTINUED INCLUSION OF INVESTMENT & GROWTH OF IT INDUSTRY IN CDA &  
TECHNOLOGY TRANSFER EXAMPLES & INFORMATION IN PUBLICATIONS.

Anticipated Results: FURTHER INTEREST IN CDA AS AN INVESTMENT  
DESTINATION OF IT INDUSTRY & ESTABLISHMENT  
OF ONE JV.

Sector : 009 FOREST PRODUCTS, EQUIP, SERVICES  
Subsector: 096 EQUIPMENT AND MACHINERY

Reason(s):

NZ WILL BE EXPANDING IN AREA OF FOREST HARVESTING AUTOMATION EQUIP-  
MENT PULP & PAPER MANUFACTURE & FOREST TRANSPORT; NZ/CDA HAVE STRONG  
RELATIONSHIP IN THIS AREA.

Program Plans:

THE MARKET SURVEY COMPLETED IN FY 87/88 WILL BE DISTRIBUTED TO CDN  
INDUSTRY WHICH WILL GENERATE INTEREST IN CO-PRODUCTION AT SUPPLY  
LEVEL.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 531 WELLINGTON

Country: 370 NEW ZEALAND

Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Actipicipated Results.

Sector : 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 096 EQUIPMENT AND MACHINERY

Anticipated Results: ANTICIPATE TWO CO-PRODUCTION JV.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 531 WELLINGTON

Country: 370 NEW ZEALAND

Investment Promotion Activities Proposals

Type Of Event: 040 DIRECT MAIL CAMPAIGN

Description: ARTICLES IN TRADING POST

Priority: 1

Date: 07/88

Sector: 005 COMM. & INFORM. EQP. & SERV

Sub-Sector:

Location:

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 531 WELLINGTON		
Sector: 013 CONSUMER PRODUCTS		
024 MISSION INCOMING		
CANADIAN JEWELLERY SHOW BUYERS FROM NEW ZEALAND	TORONTO	0588
HARDWARE SHOW BUYERS FROM NEW ZEALAND	TORONTO	0289
NATIONAL HOME SHOW BUYERS FROM NEW ZEALAND	TORONTO	0488
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING		
LABORATORY EQUIPMENT MISSION		1188
024 MISSION INCOMING		
MEDIC CANADA BUYERS FROM NEW ZEALAND	TORONTO	0688
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
024 MISSION INCOMING		
CANADIAN PLANT ENGINEERING & MACHINERY TOOL SHOW	MONTREAL	0588
PACKAGING EXHIBITION BUYERS FROM NEW ZEALAND	HALIFAX	0588
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 531 WELLINGTON		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
020 MISSION OUTGOING		
FOOD MISSION		0589
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
020 MISSION OUTGOING		
WOODEX	AKLND	0489
Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV		
020 MISSION OUTGOING		
INTERCAN '89	EDMONTON	0689
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
024 MISSION INCOMING		
NATIONAL PRODUCTION AND MACHINE TOOL SHOW	TORONTO	0589

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 532 MELBOURNE

Country: 011 AUSTRALIA

AUSTRALIA IS STILL ENDEAVOURING TO GRAPPLE WITH A SERIOUS BALANCE OF PAYMENTS PROBLEM DESPITE EFFORTS TO CONTROL GOV'T SPENDING STIMULATE DOMESTIC MANUFACTURING & AGGRESSIVELY PROMOTE EXPORTS. DOMESTIC DEMAND HAS NOT BEEN STIFLED ENOUGH TO SUBSTANTIALLY REDUCE IMPORTS ALTHOUGH THE RECENT STOCK MARKET CRASH MIGHT TEMPER OFFSHORE BORROWINGS OVER THE SHORT TERM AND HOLD THE DETERIORATING BALANCE OF PAYMENT SITUATION IN CHECK. THE BEST SOLUTION TO DEAL WITH THE BALANCE OF PAYMENT SITUATION EFFECTIVELY IS TO FURTHER CURTAIL DOMESTIC DEMAND BUT THE PRESENT GOV'T FOR A VARIETY OF POLITICAL CONSIDERATIONS APPEARS TO BE DISINCLINED TO DO THIS. THE AUSTRALIAN DOLLAR HAS BEEN HOVERING AROUND THE US\$0.70 MARK THIS PAST YEAR AND IS NOT EXPECTED TO STRAY MUCH OUTSIDE THIS RANGE IN 1988 ALTHOUGH ANY SIGNS OF RECESSION COULD STIFLE DEMANDS FOR AUSTRALIAN COMMODITIES & THEREFORE PUT INCREASED DOWNWARD PRESSURE ON THE AUSTRALIAN DOLLAR. CDA'S COMPETITIVE POSITION IN AUSTRALIA VIS-A-VIS MAJOR FOREIGN SUPPLIERS OTHER THAN THE US CONTINUES FAVOURABLE. WITH THE DEVALUATION OF THE AUSTRALIAN DOLLAR IT WAS ANTICIPATED THAT OUR EXPORTS MIGHT DECREASE ON THE ORDER OF 10-15% BUT THEY HAVE HELD UP REMARKABLY WELL. WITH THE DEVALUATION AUSTRALIAN PRODUCTS NOTABLY SUGAR ALUMINA & BEEF HAVE BEEN MORE COMPETITIVE WITH THE RESULT THAT OUR PURCHASES OF THESE HAVE INCREASED SUBSTANTIALLY THEREBY GREATLY NARROWING THE FAVOURABLE BALANCE OF TRADE THAT CDA HAS TRADITIONALLY HAD WITH AUSTRALIA. CDA EXPORTS TO AUSTRALIA NEXT YEAR SHOULD PROBABLY BE IN THE \$650-700M RANGE BARRING UNFORESEEN DEVELOPMENTS. AUSTRALIA WILL CONTINUE TO BE A VALUABLE BROAD BASED MARKET FOR MANUFACTURED GOODS & RESOURCE-BASED PRODUCTS. THE TRICK WILL BE FOR US TO FIND THOSE NICHES IN THE MARKETPLACE WHERE OUR COMPETITIVE ADVANTAGE IS BECOMING MORE APPARENT & EXPLOIT THEM AS QUICKLY AS POSSIBLE.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

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

## 1. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: CONVERGENCE OF THE TELECOMMUNICATIONS & INFORMATION PROCESSING TECHNOLOGIES IN AUSTRALIA IS RAPIDLY PRODUCING EXCELLENT OPPORTUNITIES FOR CDN EXPORTERS & PROSPECTS FOR SIGNIFICANT DOMESTIC INVESTMENT.

## 2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: AUSTRALIA IS RECOGNIZED AS MAJOR AGRICULTURAL PRODUCER & THUS A MAJOR MARKET FOR SPECIFIC AGRICULTURAL PRODUCT & EQUIPMENT.

## 3. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: MAJOR PROJECTS ARE PLANNED IN FORESTRY SECTOR BY AUSTRALIA INDUSTRY.

## 4. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: OPPORTUNITIES FOR CDA TRANSPORTATION SECTOR EXPORTERS DUE TO RATIONALIZATION OF THE AUSTRALIAN VEHICLE INDUSTRY & RELATIVE DEVALUATION OF THE AUSTRALIAN DOLLAR.

## 5. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: LIMITED CAPACITY FOR LOCAL INDUSTRY TO SATISFY DEMAND FOR INDUSTRIAL PLANT & EQUIPMENT ADVANTAGEOUS POSITION OF CDN DOLLAR IN RELATION TO OTHER FOREIGN CURRENCIES & SUBS. DEMAND FOR NA PROD. PRESENT OPPOR.

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

1. 009 FOREST PRODUCTS, EQUIP, SERVICES
2. 012 PETROCHEM & CHEM PROD, EQP, SERV
3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
4. 001 AGRI & FOOD PRODUCTS & SERVICE

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 011 ANIMAL, POULTRY BREEDING STOCK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	44.00M	\$ 41.00M	\$ 34.90M	\$ 36.20M
Canadian Exports \$	7.50M	\$ 6.00M	\$ 4.30M	\$ 3.00M
Canadian Share of Import Market	17.00%	14.60%	12.30%	8.30%

## Major Competing Countries

## Market Share

i) 370 NEW ZEALAND	060 %
ii) 051 UNITED KINGDOM	005 %
iii) 577 UNITED STATES OF AMERICA	004 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports

i) HORSES	In Canadian \$
ii) SEMEN	\$ 25.00 M
iii) BOVINE ANIMALS	\$ 3.00 M
iv) EMBRYOS	\$ 2.50 M
	\$ 1.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of  
some imported products

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:  
COST OF QUARANTINE AND TESTING LIMITS SALES OF LIVE ANIMALS AND  
EMBRYOS TO THE "TOP" END OF THE MARKET.

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: ASSIST AUST. BUYERS TO VISIT CANADA TO SELECT SPECIFIC BREEDS  
GENERIC MATERIAL.

Results Expected: INCREASE VISITORS TO CANADIAN A1 CENTRES.

Activity: SUPPORT CANADIAN BREEDERS VISITS TO AUSTRALIA BY PROVIDING FULL  
INFORMATION ON POTENTIAL PURCHASERS.

Results Expected: MORE MEANINGFUL AND PRODUCTIVE VISITS.

Activity: SUPPORT ONTARIO GOVERNMENT INITIATIVES TO BRING TO CANADA KEY  
GENETIC MATERIAL IMPORTERS.

Results Expected: INCREASED SALES AND CLOSER FEDERAL PROVINCIAL  
RELATIONS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 015 SEMI &amp; PROCESSED FOOD &amp; DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1650.00M	\$ 1500.00M	\$ 1392.00M	\$ 1168.00M
Canadian Exports \$	40.00M	\$ 35.00M	\$ 29.00M	\$ 21.00M
Canadian Share of Import Market	2.42%	2.33%	2.08%	1.80%

## Major Competing Countries

## Market Share

i) 370 NEW ZEALAND	018 %
ii) 609 EUROPEAN COMMON MARKET C	017 %
iii) 577 UNITED STATES OF AMERICA	012 %
iv) 016 NEW GUINEA	005 %
v) 265 JAPAN	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) CONFECTIONARY	\$ 47.00 M
ii) FROZEN VEGETABLES	\$ 17.00 M
iii) CANNED VEGETABLES	\$ 30.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- other factor(s) described by the Trade Office as follows:  
CANADIAN EXPORTERS RELUCTANCE TO COMMIT PRODUCT TO AUSTRALIA ON A LONG TERM BASIS.

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP PTI STUDY UNDERTAKEN BY OFFICER FROM EXTOTT(TAN). THIS STUDY TO BE CIRCULATED TO CANADIAN FOOD PROCESSORS.

Results Expected: BE ALERTED TO SPECIFIC GROCERY PRODUCT LINES THAT COULD BE SUPPLIED BY CANADIAN COMPANIES.

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

Activity: SURVEY TRADE IN AUSTRALIA VIA THE AUSTRALIAN INTERNATIONAL FOOD EXHIBITION HELD MELBOURNE, 10-13 OCTOBER 1988 FOR ADDITIONAL LINES.

Results Expected: IDENTIFY SPECIFIC GROCERY PRODUCTS REQUIRED BY AUSTRALIAN IMPORTERS.

Activity: SUPPORT ONTARIO GOVERNMENT'S INITIATIVES TO PROMOTE ONTARIO FOOD PRODUCTS INTO AUSTRALIA.

Results Expected: INCREASED SALES AND CLOSER FEDERAL PROVINCIAL RELATIONS.

Activity: UNDERTAKE AN IN-HOUSE FOOD SAMPLE SHOW BASED ON SPECIFIC FOOD LINES RECOMMENDED BY TAN.

Results Expected: INCREASE SALES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 016 AGRICULTURE MACH, EQUIP, TOOLS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	410.00M	\$ 350.00M	\$ 286.00M	\$ 420.00M
Canadian Exports \$	20.00M	\$ 17.00M	\$ 13.00M	\$ 24.00M
Canadian Share of Import Market	4.90%	4.80%	4.60%	5.70%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 128 GERMANY WEST	018 %
iii) 051 UNITED KINGDOM	008 %
iv) 237 ITALY	007 %
v) 265 JAPAN	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

i) TRACTORS	In Canadian \$	\$ 250.00 M
ii) CULTIVATION EQPMT	\$	80.00 M
iii) COMBINES	\$	95.00 M
iv) GRAIN DRYERS	\$	9.00 M
v) SPRAYERS	\$	8.00 M
vi) SEEDERS	\$	5.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- high tariffs
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

RECENT ECONOMIC DOWNTURN AFFECTED AGRICULTURE MORE THAN ANY OTHER SECTOR. ALTHOUGH AGRICULTURE, IN SOME AREAS IS EXPECTED TO IMPROVE, FARMERS WILL REMAIN SLOW TO BUY.

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- strong sectoral capability in Canada

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

Activity: TO LIAISE WITH DISTRIBUTORS AND MANUFACTURERS TO IDENTIFY OPPORTUNITIES FOR SALES, LICENSING AND JOINT VENTURES.

Results Expected: TO PROMOTE SALES AND INCREASE RETURNS VIA LICENSING ETC.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 022 PROCESSED FISH &amp; SHELLFISH

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	465.00M	\$ 450.00M	\$ 421.00M	\$ 332.00M
Canadian Exports \$	55.00M	\$ 50.00M	\$ 47.00M	\$ 30.00M
Canadian Share of Import Market	11.82%	11.10%	11.20%	9.04%

## Major Competing Countries

## Market Share

i) 370 NEW ZEALAND	012 %
ii) 520 THAILAND	011 %
iii) 288 SOUTH AFRICA	008 %
iv) 344 MALAYSIA	008 %
v) 265 JAPAN	006 %
vi) 434 TAIWAN	005 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

100 \$M AND UP

## Current status of Canadian exports:

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) KAKE FILLETS	\$ 31.20 M
ii) SMOKED HAKE	\$ 7.10 M
iii) CANNED SARDINES	\$ 12.00 M
iv) PRAWN MEAT	\$ 36.40 M
v) SQUID TUBES	\$ 6.30 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:  
CANADIAN EXPORTERS RELUCTANT TO COMMIT PRODUCT TO AUSTRALIA ON A LONG TERM BASIS.

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PTI INITIATIVE - HAKE STUDY GROUP FOLLOW UP.

Results Expected: MAJOR OPPORTUNITY FOR SALES OF BOTH EAST AND WEST COAST HAKE.

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

Activity: CONTINUOUSLY MONITOR TASMANIA SALMON FARMING OPERATION AND ALERT EXTOT TAF ON DEVELOPMENT.

Results Expected: ABILITY TO ADJUST TO NEW MARKET DEMAND FOR SALMON.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1700.00M	\$ 1615.50M	\$ 1797.50M	\$ 1616.90M
Canadian Exports \$	15.00M	\$ 10.00M	\$ 4.90M	\$ 14.00M
Canadian Share of Import Market	1.00%	1.00%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	080 %
ii) 051 UNITED KINGDOM	005 %
iii) 507 SWEDEN	005 %
iv) 354 NETHERLANDS	004 %
v) 237 ITALY	002 %
vi) 112 FRANCE	002 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CVR-7 ROCKETS	\$ 0.00 M
ii) MARINE ENGINEERING EQUIPMENT & SERVICES	\$ 0.00 M
iii) AIRBORNE SEARCH RADARS	\$ 0.00 M
iv) FA-18 RELATED EQUIPMENT	\$ 0.00 M
v) TACAN BEACONS	\$ 0.00 M
vi) SONOBUOY PROCESSORS	\$ 0.00 M
vii) HELICOPTER-RELATED EQPMT	\$ 0.00 M
viii) LIGHT ARMoured VEHICLES	\$ 0.00 M
ix) AMMUNITION	\$ 0.00 M
x) HELICOPTER-RELATED EQMT	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: ROCKETS  
Approximate Value: \$ 60 M  
Financing Source: 012 DOM  
For further info. please contact:

P. HARRISON, CDN CONSULATE GEN, MELBOURNE

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE COUNTRY: 011 AUSTRALIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: TACAN BEACONS  
Approximate Value: \$ 10 M  
Financing Source: 012 DOM  
For further info. please contact:  
R. HARWOOD, CDN CONSULATE GEN. MELBOURNE

iii) Project Name: LIGHT ARMoured VEHICLES  
Approximate Value: \$ 200 M  
Financing Source: 012 DOM  
For further info. please contact:  
R. HARWOOD, CDN CONSULATE GEN. MELBOURNE

iv) Project Name: EQUIPMENT FOR NEW AUSTRALIAN  
SURFACE COMBATANT  
Approximate Value: \$ 1/2-1 M  
Financing Source: 012 DOM  
For further info. please contact:  
R. HARWOOD, CDN CONSULATE GEN. MELBOURNE.

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:  
CANADIAN FIRMS ARE NOT FAMILAR ENOUGH WITH AUSTRALIAN OFSETS REQUIREMENTS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: REACHING SOME FORM OF AGREEMENT WITH AUSTRALIA ON CLOSER CO-OPERATION BETWEEN CANADIAN AND AUSTRALIAN DEFENCE INDUSTRIES.

Results Expected: GREATER CANADIAN INDUSTRIAL INVOLVEMENT IN AUSTRALIAN DEFENCE PRODUCTION.

Activity: DETERMINE EQUIPMENT SALES OPPORTUNITIES FOR CANADIAN SUPPLIERS OF MARINE DEFENCE EQUIPMENT FOR NEW AUSTRALIAN SURFACE COMBATANT PROJECT.

Results Expected: SALES FOR CANADIAN FIRMS.

Activity: OBTAIN UPDATED AUSTRALIAN ASSESSMENT OF CRV-7 ROCKETS AND DETERMINE LIKELY PROCUREMENT TIMING.

Results Expected: CONTRACT FOR BRISTOL AEROSPACE.

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

Activity: FACILITATE M. E. L. CONTACT WITH AUSTRALIAN DOD AND POTENTIAL AUSTRALIAN PARTNERS IN ORDER TO FACILITATE ENTRY INTO AUSTRALIAN MARKET.

Results Expected: CANADIAN INVOLVEMENT IN ELECTRONIC WARFARE MARKET.

Activity: FACILITATE CONTACT BETWEEN SNC AND AUSTRALIAN GOVERNMENT AMMUNITION FACTORIES IN ORDER TO PROMOTE INDUSTRIAL CO-OPERATION.

Results Expected: MORE CANADIAN AMMUNITION SALES TO AUSTRALIA.

Activity: IMPROVE AUSTRALIAN KNOWLEDGE OF CANADIAN DEFENCE INDUSTRIES THROUGH VISITS AND PUBLICITY IN AUSTRALIAN MEDIA.

Results Expected: MORE CANADIAN SALES TO DEFENCE SECTOR.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	880.00M	\$ 710.00M	\$ 550.00M	\$ 480.00M
Canadian Exports \$	49.00M	\$ 34.00M	\$ 25.00M	\$ 19.20M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries	Market Share
i) 265 JAPAN	060 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 507 SWEDEN	004 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) X25 PACKET SWITCHING	\$ 0.00 M
ii) PROV. COMM. SYSTEMS	\$ 0.00 M
iii) NETWORK MANAGEMENT	\$ 0.00 M
iv) SOFTWARE FIBRE OPTIC TESERS	\$ 0.00 M
v) SATELLITE COMM.	\$ 0.00 M
vi) CONSULTING	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: SATELLITE DATA NETWORKS  
Approximate Value: \$ 50 M  
Financing Source:  
For further info. please contact:  
R. HARWOOD, CDN. CONS. GEN. MELBOURNE TLX: AA30501

ii) Project Name: TRANS TASMAN FIBRE OPTICS LINK  
Approximate Value: \$ 3B M  
Financing Source:  
For further info. please contact:  
R. HARWOOD, CDN. CONS. GEN. MELBOURNE TLX: AA30501

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- the availability of competitive Canadian financing

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP REQUIRED ON DECEMBER COMPUTER/COMMUNICATIONS MISSION.

Results Expected: FINALISATION OF SALES ETC. DISCOVERED DURING MISSION.

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

Activity: COMPILE REVIEW OF FORECASTED DEVELOPMENTS BY TELECOM AUSTRALIA & OTC FOR DISTRIBUTION TO CANADIAN COMPANIES.

Results Expected: THIS WILL ENHANCED OUR AWARENESS OF OPPORTUNITIES AND PROVIDE OPENINGS FOR CANADIAN MANUFACTURERS.

Activity: ANALYSE/COMPILE REQUIREMENTS FOR PRIVATE SECTOR NETWORKS INDEP. OF TELECOM.

Results Expected: DITTO. (THIS AREA IS GROWING YET MUCH POTENTIAL REMAINS UNEXPLORED.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 054 COMPUTERS, SOFTWARE &amp; SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	550.00M	\$ 500.00M	\$ 450.00M	\$ 400.00M
Canadian Exports \$	30.00M	\$ 20.00M	\$ 15.00M	\$ 13.00M
Canadian Share of Import Market	5.00%	4.00%	3.20%	3.20%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 609 EUROPEAN COMMON MARKET C	004 %
iii) 051 UNITED KINGDOM	015 %
iv) 075 CANADA	004 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) COMM. SOFTWARE	\$ 5.00 M
ii) 4GL	\$ 3.00 M
iii) MINING	\$ 2.00 M
iv) EFT/OPS	\$ 3.00 M
v) ARTIFICIAL INTELL.	\$ 1.00 M
vi) EDUCATION	\$ 1.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- high tariffs
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP TO COMPUTER/COMMUNICATIONS MISSION.

Results Expected: TO FINALISE SALES OPPORTUNITIES DISCOVERED DURING MISSION AND TO IDENTIFY NEW AREAS OF INTEREST.

Activity: FOLLOW UP TO REMOTE SENSING STUDY SPECIALLY IMAGE PROCESSING SOFTWARE.

Results Expected: TO IDENTIFY FUTURE AREAS OF COLLABORATION BETWEEN CANADIAN AND AUSTRALIAN IMAGE PROCESSING SYSTEM MANUFACTURERS.

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

Activity: TO IDENTIFY SPECIFIC SECTORIAL REQUIREMENTS FOR CANADIAN SOFTWARE I.E. MINING, MEDICAL AND NETWORK MANAGEMENT SOFTWARE, IMAGE PROCESSING SOFTWARE (REMOTE SENSING).

Results Expected: TO IDENTIFY NICHE MARKETS OFFERING GOOD POTENTIAL FOR CANADIAN TECHNOLOGY.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2100.00M	\$ 2660.00M	\$ 3200.00M	\$ 2900.00M
Canadian Exports \$	31.00M	\$ 36.00M	\$ 49.00M	\$ 16.00M
Canadian Share of Import Market	1.20%	1.00%	1.90%	0.07%

## Major Competing Countries

## Market Share

i) 265 JAPAN	070 %
ii) 128 GERMANY WEST	015 %
iii) 577 UNITED STATES OF AMERICA	004 %
iv) 507 SWEDEN	003 %
v) 051 UNITED KINGDOM	003 %
vi) 112 FRANCE	001 %

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

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) AUTO/TRUCK PARTS	\$ 9.00 M
ii) TRAILER PARTS	\$ 4.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- Canada's position as one of the few major sources of international supply

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: IN CONJUNCTION WITH THE AUTOMOTIVE INDUSTRIES ASSOCIATION OF CANADA PROMOTE INCOMING BUYERS TO THE 1988 CIA SHOW.

Results Expected: REPRESENTATION IN AUSTRALIA OF ADDITIONAL CANADIAN AUTO PART MANUFACTURERS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size (import) \$	390.00M	\$ 350.00M	\$ 370.00M	\$ 416.40M
Canadian Exports \$	11.00M	\$ 9.50M	\$ 1.82M	\$ 4.80M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 051 UNITED KINGDOM	000 %
iii) 128 GERMANY WEST	000 %
iv) 112 FRANCE	000 %
v) 507 SWEDEN	000 %

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

Current status of Canadian exports: Mature with little growth

Products/services for which there are  
good market prospects

Current Total Imports

	In Canadian \$
i) AVIONICS	\$ 0.00 M
ii) AIRCRAFT	\$ 0.00 M
iii) AIRCRAFT SUPPORT EQMT	\$ 0.00 M
iv) NAVIGATIONS EQUIP.	\$ 0.00 M
v) GROUND EQUIP.	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
SPORADIC SERVICING OF THE MARKET FROM CANADA, INFREQUENT VISITS  
ETC.

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: RESCHEDULE AEROSPACE MISSION DUE IN 4/88  
(SEE DEFENCE PROFILE)

**Results Expected:**

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

Activity: ASSIST CONAIR IN EXPANSION OF AIRCRAFT MARKETING IN POST TERRITORY.

**Results Expected: TO ASSIST IN EXPANSION OF CURRENT MARKETING EFFORTS.**

Activity: PREPARATION WITH CONAIR LTD. FOR DEMONSTRATION TOUR OF FIRE FIGHTING AIRCRAFT/EQUIPMENT.

**Results Expected: TO ASSIST IN MARKETING CONAIR PRODUCTS IN AUSTRALIA.**

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 290.00M	\$ 257.00M	\$ 274.00M
Canadian Exports \$	90.00M	\$ 85.00M	\$ 72.00M	\$ 81.00M
Canadian Share of Import Market	30.00%	29.30%	28.00%	29.50%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	031 %
ii) 344 MALAYSIA	025 %
iii) 370 NEW ZEALAND	021 %
iv) 467 SINGAPORE	003 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are  
good market prospects

Current Total Imports

i) ROUGH SAWN TIMBER	\$ 150.00 M
ii) STK SIDING	\$ 21.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of  
some imported products

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome

Y

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- participation in trade fairs
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TIMBER FRAME CONSTRUCTION STUDY GROUP NOV. '87

Results Expected: EASING OF BUILDING CODE RESTRICTIONS ON MULTI-STOUREY STRUCTURES.

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

Activity: VISIT BY CANADIAN TECHNICAL EXPERTS AS FOLLOW UP TO TIMBER FRAME GROUP.

Results Expected: CHANGES TO BUILDING CODES TO ALLOW MULTI-STOUREY WOOD CONSTRUCTION.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	40.00M	\$ 420.00M	\$ 405.00M	\$ 358.00M
Canadian Exports \$	150.00M	\$ 140.00M	\$ 125.00M	\$ 89.00M
Canadian Share of Import Market	34.10%	33.30%	30.80%	24.90%

## Major Competing Countries

## Market Share

i) 370 NEW ZEALAND	034 %
ii) 504 FINLAND	018 %
iii) 507 SWEDEN	006 %
iv) 577 UNITED STATES OF AMERICA	005 %
v) 288 SOUTH AFRICA	003 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are  
good market prospects

Current Total Imports

	In Canadian \$
i) PULP	\$ 171.00 M
ii) NEWSPRINT	\$ 153.00 M
iii) OFFSET PAPER	\$ 8.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 096 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	400.00M	\$ 350.00M	\$ 330.00M	\$ 275.00M
Canadian Exports \$	25.00M	\$ 15.00M	\$ 10.00M	\$ 6.00M
Canadian Share of Import Market	6.20%	4.30%	3.00%	2.20%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	012 %
ii) 237 ITALY	010 %
iii) 265 JAPAN	009 %
iv) 507 SWEDEN	007 %
v) 577 UNITED STATES OF AMERICA	005 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports  
In Canadian \$

i) FOREST HARVESTRY	\$ 0.00 M
ii) SAWMILL EGMT	\$ 0.00 M
iii) PULP & PAPER	\$ 0.00 M
iv) WOOD HANDLING	\$ 0.00 M
v) CONTROL SYSTEMS	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: APPM PULP MILL, WESLEY VALE,  
TASMANIA

Approximate Value: \$ 1,000 M

Financing Source: 012 DDM

For further info. please contact:

L. STRYKER, MELBOURNE TLX: AA30501

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: NEWSPRINT MILL, ALBURY, N. S. W.  
(ANM)

Approximate Value: \$ 300 M  
Financing Source: 012 DOM  
For further info. please contact:  
L. STRYKER, MELBOURNE

iii) Project Name: LEIGHTWEIGHT COATED PAPER MACHINE  
ANM TAS

Approximate Value: \$ 200 M  
Financing Source: 012 DOM  
For further info. please contact:  
L. STRYKER, MELBOURNE

iv) Project Name: TISSUE MILL UPGRADE, BOWATER MELBOURNE

Approximate Value: \$ 100 M  
Financing Source: 012 DOM  
For further info. please contact:  
L. STRYKER, MELBOURNE.

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: VISITS TO MILLS AND FORESTRY OPERATIONS, PENETRATION OF SECTORAL STUDIES.

Results Expected: TO OBTAIN EARLY ADVICE ON PLANNED PROJECTS AND ALERT CANADIAN SUPPLIERS.

Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ATTEND MAJOR INDUSTRY CONFERENCES E.G. APPITA '88 IN HOBART, TASMANIA.

Results Expected: BROADEN CONTACT BASE, GATHER MARKET INTELLIGENCE.

Activity: FOLLOW UP VISIT OF EDC REPRESENTATIVES IN OCT. '87 ON MAJOR PROJECT FINANCING.

Results Expected: IMPROVE OPPORTUNITIES FOR CANADIAN EQUIPMENT IN FINANCE PACKAGE.

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

Activity: DEVELOP LIST OF MAJOR PROJECTS IN FORESTRY SECTOR.

Results Expected: ENHANCE CANADIAN SUPPLIERS POSITION.

Activity: INVESTIGATE PROSPECTS FOR NEW HIGH TECHNOLOGY PRODUCTS IN LOG HANDLING AND CONVERSION.

Results Expected: IDENTIFY NEW BUSINESS FOR CANADIAN EXPORTERS.

Activity: STUDY CURRENT LAND MANAGEMENT, SILVCULTURE PRACTICES.

Results Expected: DETERMINE NEW OPPORTUNITIES FOR CANADIAN SUPPLIERS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 096 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	87.00M	\$ 90.00M	\$ 88.00M	\$ 92.00M
Canadian Exports \$	3.50M	\$ 4.00M	\$ 6.70M	\$ 8.00M
Canadian Share of Import Market	4.02%	4.44%	7.61%	8.69%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 265 JAPAN	027 %
iii) 128 GERMANY WEST	015 %
iv) 038 BELGIUM	007 %
v) 112 FRANCE	003 %

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

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects

## Current Total Imports

In Canadian \$

i) HEAVY DUTY OFF HIGHWAY TRUCKS	\$ 40.00 M
ii) MINING EXCAVATORS	\$ 20.00 M
iii) RECLAIMERS	\$ 10.00 M
iv) WHEELED LOADING BUCKET	\$ 20.00 M
v) STACKERS	\$ 10.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: 1 GOLDEN MILE OPEN PIT DEVELOP.

KALGOORLIE, W.A.

Approximate Value: \$ 1000 M

Financing Source:

For further info. please contact:

R. HARWOOD, CDN CONSULATE, MELEBOURNE TLX: AA30501

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- high tariffs
- other factor(s) described by the Trade Office as follows:

LACK OF REALISATION OF AUSTRALIAN MINING OPPORTUNITIES BY CANADIAN MANUFACTURERS. NO PENETRATION OF MARKET FOR TRUCKS AND HEAVY EQUIPMENT. NEED FOR CLOSER COMMUNICATION WITH CANADIAN MANUFACTURERS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: COMPLETION OF IN-HOUSE SURVEY OF MINING EQUIPMENT AND SERVICE REQUIREMENTS OF AUSTRALIAN MINING INDUSTRY. TO BE MAILED TO 50 LEADING CANADIAN EQUIPMENT MANUFACTURERS.

Results Expected: GREATER AWARENESS OF AUSTRALIAN MINING EQUIPMENT OPPORTUNITIES.

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

Activity: MONITOR AND INFORM CANADIAN SUPPLIERS OF OPPORTUNITIES ARISING FROM CURRENT GOLD BOOM IN WESTERN AUSTRALIA.

Results Expected: INCREASED SALES OF MINING EQUIPMENT AND SERVICES I. E. MINING SOFTWARE AND UNDERGROUND MINING TECHNOLOGY.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 011 OIL &amp; GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	420.00M	\$ 400.00M	\$ 400.00M	\$ 380.00M
Canadian Exports \$	3.00M	\$ 3.00M	\$ 4.00M	\$ 4.00M
Canadian Share of Import Market	0.71%	0.75%	1.00%	1.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	004 %
ii) 011 AUSTRALIA	022 %
iii) 265 JAPAN	015 %
iv) 051 UNITED KINGDOM	003 %

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

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) PIPELINE MANAGEMENT SYSTEMS AND CONTROLS	\$ 20.00 M
ii) OILFIELD AND GASFIELD MACHINERY AND EQUIPMENT	\$ 300.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: CONSTRUCTION OF GOODWYN OFFSHORE PLATFORM  
Approximate Value: \$ 1.5BI

M

Financing Source: 012 DOM  
For further info. please contact:  
R.M. DAWSON, MELBOURNE TLX:AA30501

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: REVIEW STATUS OF EXPLORATION IN AUSTRALIA AND POTENTIAL FOR CANADIAN EQUIPMENT AND SERVICES.

Results Expected: PRECISELY IDENTIFY OPPORTUNITIES FOR SUPPLY OF EQUIPMENT AND SERVICES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 012 PETROCHEM &amp; CHEM PROD, EQP, SERV

Subsector: 121 CHEM &amp; PETROCHEM PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 3400.00M	\$ 3204.00M	\$ 3024.00M	\$ 2548.00M
Canadian Exports	\$ 67.00M	\$ 66.00M	\$ 64.00M	\$ 64.00M
Canadian Share of Import Market	1.98%	2.08%	2.12%	2.53%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	026 %
ii) 051 UNITED KINGDOM	015 %
iii) 128 GERMANY WEST	011 %
iv) 265 JAPAN	010 %
v) 112 FRANCE	005 %
vi) 512 SWITZERLAND	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) PLASTIC MATERIALS	\$ 18.30 M
ii) MEDICINAL AND PHARMACEUTICAL PRODS.	\$ 16.80 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: FOLLOW UP ON OPPORTUNITIES ARISING FROM PARTICIPATION IN "AUSPLAS '87" BY MEMBERS OF THE SOCIETY OF THE PLASTICS INDUSTRY OF CANADA.

Results Expected: INCREASED SALES OF PLASTICS RESINS AND MASTERBATCH.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 013 CONSUMER PRODUCTS

Subsector: 133 CULTURE INDUSTRIES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7400.00M	\$ 6300.00M	\$ 5250.00M	\$ 4400.00M
Canadian Exports \$	40.00M	\$ 39.00M	\$ 47.00M	\$ 48.00M
Canadian Share of Import Market	0.54%	0.60%	0.90%	1.10%

## Major Competing Countries

## Market Share

i) 265 JAPAN	013 %
ii) 577 UNITED STATES OF AMERICA	011 %
iii) 434 TAIWAN	010 %
iv) 051 UNITED KINGDOM	009 %
v) 189 HONG KONG	008 %
vi) 370 NEW ZEALAND	006 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) LEISURE PRODUCTS	\$ 9.00 M
ii) CULTURAL	\$ 5.50 M
iii) FURNITURE	\$ 7.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- high tariffs
- other factor(s) described by the Trade Office as follows:

CANADIAN COMPANIES SHOULD LOOK AT AUSTRALIA AS A LONG TERM MARKET RATHER THAN ONE TO GET RID OF EXCESS PRODUCTION.

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- competitive export pricing for this market

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: FOLLOW UP ON THE MULTIPLE HUNDREDS OF ENQUIRIES FOR CONSUMER PRODUCTS FROM CANADA TO ENSURE THAT AS MANY COMPANIES AS POSSIBLE ARE APPROACHED.

Results Expected: INCREASED KNOWLEDGE OF SPECIFIC IMPORT SECTORS E.G. SPORTING GOODS, GIFTWARE, BOOKS AND PUBLICATIONS ETC.

Activity: SUPPORT MARKET STUDY ON THE AUSTRALIA BOOK MARKET TO DETERMINE SELECT MARKET NICHES FOR CANADIAN PRODUCTS.

Results Expected: IMPROVE CANADIAN SHARE OF \$40M IMPORT MARKET FOR EDUCATIONAL AND OTHER BOOKS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 142 HOSP. &amp; MEDICAL EQUIP, INSTRUM.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	515.00M	\$ 480.00M	\$ 420.00M	\$ 358.40M
Canadian Exports \$	4.50M	\$ 3.90M	\$ 3.70M	\$ 4.70M
Canadian Share of Import Market	0.00%	0.00%	0.00%	1.30%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 051 UNITED KINGDOM	000 %
iii) 128 GERMANY WEST	000 %
iv) 192 PEOPLE'S REP OF CHINA	000 %
v) 265 JAPAN	000 %
vi) 093 DENMARK	000 %

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

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DIAGNOSTIC EQPMT & PRODS.	\$ 0.00 M
ii) EXAMINATION EQMT	\$ 0.00 M
iii) CONSUMABLES	\$ 0.00 M
iv) MED. LAB. EQUIPMENT	\$ 0.00 M
v) PORTABLE, EMERGENCY EQPMT	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
NEED TO HAVE SUPERIOR SERVICE AND AFTER SALES SUPPORT FOR ALL MEDICAL/HOSPITAL EQUIPMENT.

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of provincial governments export promotion activities

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP ON NTS/PTI SPONSORED MEDICAL MARKET STUDY.

Results Expected: TO DETERMINE NEW OPPORTUNITIES FOR CANADIAN COMPANIES.

Activity: TO ENCOURAGE CONTINUING FOLLOW UP BY ONTARIO MEDICAL MISSION MEMBERS.

Results Expected: TO EXPAND UPON SALES POTENTIAL DISCOVERED DURING MISSION.

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

Activity: TO INVESTIGATE AND DETERMINE NICHE MARKETS IN BIOTECHNOLOGY AREA.

Results Expected: TO DISCOVER NEW OPPORTUNITIES FOR CANADIAN COMPANIES IN MED/BIOTECH AREA.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 161 MANUFACT &amp; MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4209.10M	\$ 4161.00M	\$ 3761.00M	\$ 3463.00M
Canadian Exports \$	43.40M	\$ 41.00M	\$ 39.40M	\$ 43.10M
Canadian Share of Import Market	1.03%	0.98%	1.02%	1.25%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	024 %
ii) 265 JAPAN	021 %
iii) 128 GERMANY WEST	015 %
iv) 051 UNITED KINGDOM	010 %
v) 237 ITALY	006 %
vi) 507 SWEDEN	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) MATERIAL HANDLING EQMT	\$ 24.00 M
ii) TRANSMISSION AND GEAR REPLACEMENT	\$ 8.00 M
iii) WEIGHIN & MEASURING	\$ 6.00 M
iv) WORK TRUCKS FOR MINING	\$ 6.00 M
v) FILTERING EQMT	\$ 2.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of some imported products

## Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

COUNTRY: 011 AUSTRALIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 532 MELBOURNE

Country: 011 AUSTRALIA

## Highlights of Investment Environment

Estimated Value Of Equity Investment  
In Canada From This Post Territory:

\$ 18 500.00 M

Estimated Value Of Annual Direct Equity  
Investments To All Destinations From  
This Post Territory:

\$ 850.00 M

Country Destinations Of Direct  
Equity Investment From Post  
TerritoryEstm. Value  
\$ CDN% Of Annual Direct Equity  
Investment Outflows By  
Category Of Investors

1. 577 UNITED STATES OF AMERICA	\$ 7 000.00 M	1. Corporations : 55.00 %
2. 051 UNITED KINGDOM	\$ 5 400.00 M	2. Institutional : 38.00 %
3. 370 NEW ZEALAND	\$ 3 100.00 M	3. Entrepreneurs : 7.00 %
4. 605 ASIA OR FAR EAST	\$ 1 700.00 M	4. Immigrant Entr. : 0.00 %

The Mission Has Reported Factors That Tend To Change  
Outward Flows Of Investment From The Post Territory Including:

- Corporate Search For Cheaper Production And/Or Operating Costs  
Outside The Country
- Local Tax And Investment Climate Tends To Discourage Domestic Investment
- Corporate Expansion To Seek New Markets

The Mission Reports That Investors From The Post Territory Who Invest Abroad  
In Manufacturing Tend To Invest In The Following Sector(s) Subsector(s)

## -SECTOR(S)-

## -SUBSECTOR(S)-

- |  |                                    |
|--|------------------------------------|
| 1. 001 AGRI & FOOD PRODUCTS & SERVICE    | 016 AGRICULTURE MACH, EQUIP, TOOLS |
| 2. 008 TRANSPORT SYS, EQUIP, COMP, SERV. |                                    |

## Equity Propensity Of Key Sources Of Investment From This Territory

Corporations : 100% Ownership Of Existing Corporate Facility  
 Institutional :  
 Entrepreneurs : 100% Ownership Of Existing Corporate Facility  
 Immigrant Entr. :

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 532 MELBOURNE

Country: 011 AUSTRALIA

**Sector Preferences By Type Of Key Investors**

Corporations : Resource Development  
Institutional : Portfolio Investment  
Entrepreneurs : Portfolio Investment  
Immigrant Entr.:

**Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Acticipated Results.**

Sector : 010 MINE, METAL, MINERAL PROD & SRV  
Subsector: 102 MINERALS AND MINERAL PRODUCTS

Reason(s):  
SECTOR IS DYNAMIC & HAS AN INTERNATIONAL FOCUS.

Program Plans:  
FAMILIARIZE AUSTRALIAN MINING SECTOR WITH ATTRACTIONS OF INVESTING IN CANADA.

Anticipated Results: THREE NEW MAJOR INVESTMENTS IN CDA MINES.

Sector : 005 COMM. & INFORM. EQP. & SERV  
Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Reason(s):  
IN SOME FIELDS AUSTRALIANS ARE TECHNOLOGICALLY AHEAD OF NORTH AMERICA.

Program Plans:  
SELECTED CALLS ON KEY SOFTWARE COMPANIES PROMOTING INVESTMENT IN CANADA.

Anticipated Results: TWO NEW JOINT VENTURES IN CANADA.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 532 MELBOURNE

Country: 011 AUSTRALIA

**Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.**

Sector : 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 016 AGRICULTURE MACH, EQUIP, TOOLS

**Reason(s):**

ALREADY SOME JOINT VENTURES BUT STILL SIGNIFICANT SCOPE FOR MORE COLLABORATION.

**Program Plans:**

CALL ON TWENTY MOST PROMINENT AGRICULTURAL MACHINERY & EQUIPMENT MANUFACTURERS TO PROMOTE JOINT VENTURE IN CANADA.

**Anticipated Results:** ONE NEW INVESTMENT IN CANADA.

**Other Investment Program Plans**

**Activity(ies):**

DEVELOP PROGRAM WITH DEPT. INDUSTRY TECHNOLOGY & RESOURCES OF VICTORIA STATE GOVERNMENT TO ENHANCE JOINT VENTURES (STRATEGIC PARTNERING PHILOSOPHY).

**Anticipated Results:** POSSIBLY PRODUCE SEVERAL SERIOUS CANDIDATES.

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 532 MELBOURNE

Country: 011 AUSTRALIA

Investment Promotion Activities Proposals

Type Of Event: 010 MINISTERIAL MISSION

Description: LUNCHEON SPEECH

Priority: 2

Date: 07/88

Sector: 999 MULTIPLE SECTORS

Sub-Sector: 999 ALL SUB-SECTORS

Location: MELBOURNE

Type Of Event: 050 SEMINARS

Description: REGIONAL SEMINAR

Priority: 1

Date: 09/88

Sector: 999 MULTIPLE SECTORS

Sub-Sector: 999 ALL SUB-SECTORS

Location: MELBOURNE

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 532 MELBOURNE		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING		
BUYER OF PROCESSED FOOD AND/OR FISH		0089
BUYER OF GENETIC MATERIAL & BREEDING STOCK		0089
ARBRIBITION	REGINA	0089
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING		
TRANSPORTATION EQUIPMENT		0089
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING		
COMMUNICATIONS EQUIPMENT MISSION		0089
SECTORAL SOFTWARE (VERTICAL) MISSION		0089
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
AEROSPACE/SPACE SYSTEMS MISSION		0089
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
SCIENTIFIC TECH SERVICES		0089

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 532 MELBOURNE		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
DOWERIN FIELD DAYS	DOWERIN	0889
YORKE PENINSULA FIELD DAYS	PASKEVILLE	0989
WIMMERA FIELD DAYS	HORSHAM/VICTORIA	0390
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
010 FAIRS		
FIME	MYRTLEFORD/VICTORIA	0390
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS		
GOLDFIELDS EXPO/MISSION	PERTH	1189

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 532 MELBOURNE		
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING NEW TECHNOLOGIES IN MINING		1189
Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV		
024 MISSION INCOMING BUYER TO NATIONAL PETROLEUM SHOW	CALGARY	0689
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING LABORATORY HOSPITAL & MEDICAL PRODUCTS & EQUIP.		0689
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING MATERIALS HANDLING EQUIPMENT		0989

## Export and Investment Promotion Planning System

## 88/89 Trade and Economic Overview

Mission: 533 SYDNEY

Country: 011 AUSTRALIA

AUSTRALIA CONTINUES TO OFFER AN ATTRACTIVE MARKET FOR A BROAD RANGE OF CDN GOODS & SERVICES. AUSTRALIANS HAVE A HIGH PROPENSITY TO CONSUME & A RELATIVELY MODEST INTERNAL CAPACITY TO SATISFY THIS. THE KINDS OF GOODS & SERVICES PRODUCED IN CDA TEND TO FIND READY ACCEPTANCE IN AUSTRALIA & CDN PRODUCTION COSTS ENCOURAGE THEIR SELECTION FROM AMONG COMPETING SUPPLIERS. THE PRESENT AUSTRALIAN GOV'T HAS SOUGHT TO MAKE THREE SUBSTANTIAL CHANGES TO THE DOMESTIC POLITICAL/ECONOMIC ENVIRONMENT: TO ENCOURAGE LABOUR STABILITY; TO REDUCE THE INCIDENCE OF GOV'T REGULATION ON ENTERPRISE; & TO REFORM THE TAX SYSTEM TO PROVIDE GREATER PERSONAL & ENTREPRENEURIAL INCENTIVE. IT HAS BEEN HIGHLY SUCCESSFUL ON THE FIRST, LESS SO ON THE SECOND & LESS YET ON THE THIRD. EFFORTS DIRECTED AT THESE GOALS HAVE, HOWEVER, SERVED BOTH NATIONALLY & INTERNATIONALLY TO PROMOTE AN IMAGE OF COMPETENCE & CREDIBILITY ON THE PART OF THE GOV'T. THE MAJOR CONCERN IN AUSTRALIA AT PRESENT IS WHETHER THE ECONOMY CAN CONTINUE TO FINANCE A SUBSTANTIAL NEGATIVE TRADE BALANCE. THIS QUESTION HAS BECOME MORE PRESSING WITH RECENT DECLINES IN INTERNATIONAL PRICES FOR AGRICULTURE PRODUCTS & ENERGY MATERIALS & THEIR CONSEQUENT IMPLICATIONS FOR MAJOR ELEMENTS OF AUSTRALIAN EXPORT EARNINGS. THE COUNTRY IS, HOWEVER, ENDOWED WITH A CONSIDERABLE VARIETY OF ECONOMIC ATTRIBUTES & CAN BE EXPECTED TO WEATHER THE GAVARIES OF THE INT'L ENVIRONMENT BETTER THAN MANY FACING SIMILAR PROBLEMS. THE NEGATIVES OF THE STOCK MARKET CRASH, CURRENCY VOLATILITY & THE BUOYANT TOURISM SECTOR MEANS THAT THE CDN COMMERCIAL EXPERIENCE IN AUSTRALIA IN THE COMING YEAR WILL BE ESSENTIALLY AN EXTRAPOLATION OF THE PRESENT. THERE WILL CONTINUE TO BE STRONG DEMAND FOR CDN HIGH TECHNOLOGY PRODUCTS, PARTICULARLY THOSE RELATED TO COMPUTER APPLICATIONS, PROCESS CONTROL & COMMUNICATIONS. THERE WILL ALSO BE SUSTAINED DEMAND FOR A BROAD RANGE OF MANUFACTURED PRODUCTS & SPECIALIZED SERVICES. POST SUPPORT TO CDN COMMERCIAL ACTIVITIES WILL CONTINUE TO FOCUS ON THE PROVISION OF PROFESSIONAL CONSULTING ADVICE TO CDN BUSINESS PERSONS. AUSTRALIA IS A NET IMPORTER OF CAPITAL & TECHNOLOGY, BUT PARTICULAR ELEMENTS OF AUSTRALIAN ENTERPRISE WILL INVEST ABROAD. TO THESE, CDA OFFERS CERTAIN ATTRACTIONS INCLUDING A RELATIVELY COMPREHENSIBLE ENVIRONMENT IN WHICH TO GAIN NORTH AMERICA EXPERIENCE.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

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

## 1. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: RAPID GROWTH IN DEMAND FOR INFORMATICS & GENERAL APPLICABILITY OF CDN PRODUCT TO LOCAL DEMAND.

## 2. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: SUBSTANTIAL PROSPECTIVE INVESTMENT TO BE MADE IN COMMUNICATIONS, PARTICULARLY SPACE-BASED APPLICATIONS.

## 3. 013 CONSUMER PRODUCTS

REASONS: BROAD SUBSTANTIAL DEMAND FOR NORTH AMERICAN PRODUCTS & LIMITED LOCAL ABILITY TO SATISFY DEMAND.

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

## 1. 005 COMM. &amp; INFORM. EQP. &amp; SERV

## 2. 013 CONSUMER PRODUCTS

## 3. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

## 4. 006 ELECTRONICS EQUIP. &amp; SERV

## 5. 002 FISHERIES, SEA PRODUCTS &amp; SERV.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 011 ANIMAL, POULTRY BREEDING STOCK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	44.00M	\$ 41.00M	\$ 34.90M	\$ 36.20M
Canadian Exports \$	7.50M	\$ 6.00M	\$ 4.30M	\$ 3.00M
Canadian Share of Import Market	17.00%	14.60%	12.30%	8.30%

## Major Competing Countries

## Market Share

i) 370 NEW ZEALAND	060 %
ii) 051 UNITED KINGDOM	005 %
iii) 577 UNITED STATES OF AMERICA	004 %
iv) 616 OTHER COUNTRIES	031 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) HORSES	\$ 25.00 M
ii) SEMEN	\$ 3.00 M
iii) BOVINE ANIMALS	\$ 2.50 M
iv) EMBRYOS	\$ 1.50 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of  
some imported products

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:

FOR EMBRYOS IN PARTICULAR BUT ALSO FOR LIVE ANIMALS, COST OF QUARANTINE AND HEALTH TESTS IN CANADA LIMITS SALES TO AFFLUENT BREEDERS AND INVESTORS.

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUING LIAISON WITH AUSTRALIAN QUARANTINE AUTHORITIES TO ACHIEVE RELAXATION OF REQUIREMENTS, BOTH QUARANTINE PERIOD AND HEALTH TEST.

Results Expected: LOWER COSTS WILL PROMOTE INCREASE IN SALES.

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

Activity: CONTINUING PROGRAMME TO ASSIST AUSTRALIAN BUYERS TO VISIT CANADA TO SELECT ANIMALS AND GENETIC MATERIALS.

Results Expected: INCREASE IN SALES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 015 SEMI &amp; PROCESSED FOOD &amp; DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1650.00M	\$ 1500.00M	\$ 1392.00M	\$ 1168.00M
Canadian Exports \$	40.00M	\$ 35.00M	\$ 29.00M	\$ 21.00M
Canadian Share of Import Market	2.42%	2.33%	2.08%	1.80%

## Major Competing Countries

## Market Share

i) 370 NEW ZEALAND	018 %
ii) 609 EUROPEAN COMMON MARKET C	017 %
iii) 577 UNITED STATES OF AMERICA	012 %
iv) 016 NEW GUINEA	005 %
v) 265 JAPAN	004 %
vi) 616 OTHER COUNTRIES	044 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

i) CONFECTIONERY	In Canadian \$
ii) CHEESES	\$ 47.00 M
iii) FROZEN VEGETABLES	\$ 38.00 M
iv) BEER	\$ 17.00 M
v) MINERAL WATER	\$ 9.00 M
	\$ 8.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- other factor(s) described by the Trade Office as follows:

MANY POTENTIAL CANADIAN SUPPLIERS CONSIDER AUSTRALIA TOO REMOTE, ARE TOO SLOW TO PRICE FOR THE MARKET; NOT PREPARED TO MAKE COMMITMENT TO MARKET.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOWING STUDY OF MARKET POTENTIAL BY OFFICER BY EXTTOO TAN, TO COMPLETE RELEVANT REPORT AND DISTRIBUTE TO CANADIAN FOOD PROCESSORS.

Results Expected: INCREASED AWARENESS OF AUSTRALIA AS FAVOURABLE MARKET.

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

Activity: CONTINUING STUDY OF MARKET FOR PROCESSED FOOD PRODUCTS, TAKING ADVANTAGE OF AUSTRALIAN INTERNATIONAL FOOD EXHIBITION, MELBOURNE, 10-13 OCTOBER 1988.

Results Expected: IDENTIFY CAPABLE CANADIAN SUPPLIERS & ASSIST THEM TO ENTER AUSTRALIAN MARKET.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 016 AGRICULTURE MACH, EQUIP, TOOLS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	410.00M	\$ 350.00M	\$ 286.00M	\$ 420.00M
Canadian Exports \$	20.00M	\$ 17.00M	\$ 13.00M	\$ 24.00M
Canadian Share of Import Market	4.90%	4.80%	4.60%	5.70%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 128 GERMANY WEST	018 %
iii) 051 UNITED KINGDOM	008 %
iv) 237 ITALY	007 %
v) 265 JAPAN	005 %
vi) 616 OTHER COUNTRIES	022 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) TRACTORS	\$ 250.00 M
ii) CULTIVATION EQUIPMENT	\$ 80.00 M
iii) COMBINES	\$ 95.00 M
iv) GRAIN DRYERS	\$ 9.00 M
v) SPRAYERS	\$ 8.00 M
vi) SEEDERS	\$ 5.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- high tariffs
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:  
RECENT ECONOMIC DOWNTURN EFFECTED AGRICULTURE MORE THAN ANY OTHER  
SECTOR. ALTHOUGH AGRICULTURAL RETURNS ARE EXPECTED TO IMPROVE,  
FARMERS WILL REMAIN SLOW TO BUY.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- strong sectoral capability in Canada

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

Activity: TO LIAISE WITH DISTRIBUTORS AND MANUFACTURERS TO IDENTIFY OPPORTUNITIES FOR SALES, LIAISING AND JOINT VENTURES.

Results Expected: TO PROMOTE SALES AND INCREASE RETURNS WHERE NECESSARY VIA LICENSING ETC.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 022 PROCESSED FISH &amp; SHELLFISH

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	465.00M	\$ 450.00M	\$ 421.00M	\$ 332.00M
Canadian Exports \$	55.00M	\$ 50.00M	\$ 47.00M	\$ 30.00M
Canadian Share of Import Market	11.82%	11.10%	11.20%	9.04%

## Major Competing Countries

## Market Share

i) 370 NEW ZEALAND	012 %
ii) 520 THAILAND	011 %
iii) 288 SOUTH AFRICA	008 %
iv) 344 MALAYSIA	008 %
v) 265 JAPAN	006 %
vi) 434 TAIWAN	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) HAKE FILLETS	\$ 31.20 M
ii) SMOKED HAKE	\$ 7.10 M
iii) CANNED SARDINES	\$ 12.00 M
iv) PRAWN MEAT	\$ 36.40 M
v) SQUID TUBES	\$ 6.30 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

MANY CANADIAN SUPPLIERS CONSIDER AUSTRALIA TOO REMOTE; ARE NOT PREPARED TO MEET SPECIAL PACKAGING REQUIREMENTS; ARE RELUCTANT TO PRICE FOR THE MARKET; NOT PREPARED TO MAKE COMMITMENT TO MARKET.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: HAKE STUDY GROUP, NOV. 87

Results Expected: WITH TOTAL BAN ON TRADE WITH S. AFRICA OPPORTUNITY FOR CANADA TO SUPPLY HAKE FILLETS & SMOKE HAKE.

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

Activity: INCOMING STUDY GROUPS OF 2 OR 3 TO VISIT PROCESSORS, ESPECIALLY MEMBERS OF ABOVE MISSION, TO ENSURE PROPER PROCESSING OF HAKE.

Results Expected: TO REALISE MORE ACCEPTABLE PRODUCT TO MEET AUSTRALIAN MARKET REQUIREMENTS.

Activity: FISH MARKET STUDY TO BE COMPLETED AND MAILED TO MAJOR CANADIAN FISH PROCESSORS.

Results Expected: INCREASED EXPORTS THROUGH GREATER AWARENESS OF POTENTIAL IN AUSTRALIA.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL &amp; ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1600.00M	\$ 1400.00M	\$ 1259.00M	\$ 1000.00M
Canadian Exports \$	15.00M	\$ 14.00M	\$ 12.00M	\$ 10.00M
Canadian Share of Import Market	0.01%	0.01%	0.01%	0.01%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	090 %
ii) 051 UNITED KINGDOM	006 %
iii) 507 SWEDEN	001 %
iv) 112 FRANCE	000 %

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

Current status of Canadian exports: Well established and growing

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: SUBMARINE SUB SYSTEMS  
Approximate Value: \$ 2 M  
Financing Source:  
For further info. please contact:

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	825.00M	\$ 650.00M	\$ 640.00M	\$ 480.00M
Canadian Exports \$	50.00M	\$ 48.00M	\$ 32.00M	\$ 19.20M
Canadian Share of Import Market	6.50%	6.00%	5.00%	4.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	060 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 507 SWEDEN	004 %
iv) 616 OTHER COUNTRIES	011 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

Current Total Imports

	In Canadian \$
i) X.25 DATA	\$ 10.00 M
ii) EFT/POS	\$ 10.00 M
iii) MULTIPLEXERS	\$ 10.00 M
iv) LOCAL AREA NETWORK	\$ 10.00 M
v) NETWORK MANAGEMENT SOFTWARE	\$ 5.00 M
vi) PC COMMUNICATION PRODUCTS	\$ 5.00 M
vii) COMMUNICATION SOFTWARE	\$ 3.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: AUSSAT 2 TENDER  
Approximate Value: \$ 600 M  
Financing Source: 025 OTHER  
For further info. please contact:  
B. CASEY, SYDNEY

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PC, OFFICE AUTOMATION/DATA COMMUNICATION MISSION

Results Expected: ESTABLISH SALES/NEW AGENTS

Activity: SOFTWARE TRADE SHOW

Results Expected: SALES

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

Activity: REVISION OF 10 MARKET STUDIES IN AREA.

Results Expected: BETTER SUCCESS IN COMPANY VISITS TO POST.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 054 COMPUTERS, SOFTWARE &amp; SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	550.00M	\$ 500.00M	\$ 450.00M	\$ 40.00M
Canadian Exports \$	30.00M	\$ 20.00M	\$ 15.00M	\$ 13.00M
Canadian Share of Import Market	5.00%	4.00%	3.20%	3.20%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 609 EUROPEAN COMMON MARKET C	004 %
iii) 051 UNITED KINGDOM	015 %
iv) 075 CANADA	004 %

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

Current status of Canadian exports: Small but expanding

## Products/services for which there are good market prospects

## Current Total Imports

	In Canadian \$
i) 4GL	\$ 8.00 M
ii) COMMUNICATIONS SOFTWARE	\$ 3.00 M
iii) MINING	\$ 3.00 M
iv) EFT/POS	\$ 3.00 M
v) ARTIFICIAL INTELLIGENCE	\$ 1.00 M
vi) EDUCATION	\$ 1.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- high tariffs
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PC/OFFICE AUTOMATION/DATA COMMUNICATION SHOW

Results Expected: SALES

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

Activity: MARKET STUDY BY POST

Results Expected: VISIT BY FIRMS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 057 ROBOTICS &amp; ARTIFICIAL INTELL.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	400.00M	\$ 300.00M	\$ 200.00M	\$ 50.00M
Canadian Exports \$	0.80M	\$ 0.50M	\$ 0.20M	\$ 0.10M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 265 JAPAN	040 %
ii) 577 UNITED STATES OF AMERICA	040 %
iii) 128 GERMANY WEST	008 %
iv) 616 OTHER COUNTRIES	012 %

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

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

i) AI SOFTWARE	In Canadian \$
ii) AUTOPLANT ROBOTICS	\$ 2.00 M
	\$ 1.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: UPGRADE TO AUTOPLANTS  
Approximate Value: \$ 2B M  
Financing Source: 025 OTHER  
For further info. please contact:  
SYDNEY

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: VISIT TO AUTO FACTORIES.

Results Expected: IDENTIFY SALES OPPORTUNITIES.

Activity: AUTOPARTS MISSION

Results Expected: SALES

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

Activity: POST MARKET STUDY.

Results Expected:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	30.00M	\$ 290.00M	\$ 257.00M	\$ 274.00M
Canadian Exports \$	90.00M	\$ 85.00M	\$ 72.00M	\$ 81.00M
Canadian Share of Import Market	30.00%	29.30%	28.00%	29.50%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	031 %
ii) 344 MALAYSIA	025 %
iii) 370 NEW ZEALAND	021 %
iv) 467 SINGAPORE	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) ROUGH SAWN LUMBER	\$ 150.00 M
ii) STK SIDING	\$ 21.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: N  
Approximate Value: \$ M  
Financing Source:  
For further info. please contact:

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: TIMBER FRAME CONSTRUCTION STUDY GROUP - NOV. 87

Results Expected: EASING OF BUILDING RESTRICTIONS ON MULTI-STO-REY STRUCTURES.

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

Activity: VISIT BY CANADIAN TECHNICAL EXPERTS AS FOLLOW-UP TO TIMBER FRAME GROUP.

Results Expected: CHANGES TO BUILDING CODES ALLOW MULTI-STO-REY WOOD CONSTRUCTION.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	440.00M	\$ 420.00M	\$ 405.00M	\$ 358.00M
Canadian Exports \$	150.00M	\$ 140.00M	\$ 125.00M	\$ 89.00M
Canadian Share of Import Market	34.10%	33.30%	30.80%	24.90%

## Major Competing Countries

## Market Share

i) 370 NEW ZEALAND	024 %
ii) 504 FINLAND	018 %
iii) 507 SWEDEN	006 %
iv) 577 UNITED STATES OF AMERICA	005 %
v) 288 SOUTH AFRICA	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PULP	\$ 171.00 M
ii) NEWSPRINT	\$ 153.00 M
iii) OFFSET PAPERS	\$ 8.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 096 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	400.00M	\$ 350.00M	\$ 330.00M	\$ 275.00M
Canadian Exports \$	25.00M	\$ 15.00M	\$ 10.00M	\$ 6.00M
Canadian Share of Import Market	6.20%	4.30%	3.00%	2.20%

## Major Competing Countries

## Market Share

i) 128 GERMANY WEST	012 %
ii) 237 ITALY	010 %
iii) 265 JAPAN	009 %
iv) 507 SWEDEN	007 %
v) 577 UNITED STATES OF AMERICA	005 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospectsCurrent Total Imports  
In Canadian \$

i) FOREST HARVESTING	\$ 0.00 M
ii) SAWMILL EQUIPMENT	\$ 0.00 M
iii) PULP & PAPER	\$ 0.00 M
iv) WOOD HANDLING	\$ 0.00 M
v) CONTROL SYSTEMS	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: APPM PULP MILL, WESLEY VALE, TAS.  
Approximate Value: \$ 1000 M  
Financing Source: 012 DOM 025 OTHER  
For further info. please contact:  
L. STRYKER, MELBOURNE

ii) Project Name: NEWSPRINT MILL, ALBURY, NSW (ANM)  
Approximate Value: \$ 300 M  
Financing Source: 012 DOM  
For further info. please contact:  
L. STRYKER, MELBOURNE

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: LIGHTWEIGHT COATED PAPER MACHIE, ANM TAS  
Approximate Value: \$ 200 M  
Financing Source: 012 DDM  
For further info. please contact:  
L. STRYKER, MELBOURNE

iv) Project Name: TISSUE MILL UPGRADE BOWATER, MELBOURNE  
Approximate Value: \$ 100 M  
Financing Source: 012 DDM  
For further info. please contact:  
L. STRYKER, MELBOURNE

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: VISITS TO MILLS AND FORESTRY OPERATIONS; PREPARATION OF SECTORAL STUDIES.

Results Expected: TO OBTAIN EARLY ADVICE ON PLANNED PROJECTS AND ALERT CANADIAN SUPPLIERS.

Activity: ATTEND MAJOR INDUSTRY CONFERENCES, E.G. APPITA 88 IN HOBARD, TAS.

Results Expected: BROADEN CONTACT BASE, GATHER MATERIAL INTELLIGENCE.

Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP VISIT OF EDC REPS IN OCTEBER 87 ON MAJOR PROJECT FINANCING.

Results Expected: IMPROVE OPPORTUNITIES FOR CANADIAN IN FINANCE PACKAGE.

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

Activity: DEVELOP LIST OF MAJOR PROJECTS IN FORESTRY SECTOR.

Results Expected: ENHANCE CANADIAN SUPPLIERS POSITION.

Activity: INVESTIGATE PROSPECTS FOR NEW HIGH TECHNOLOGY PRODUCTS IN LOG HANDLING AND CONVERSION.

Results Expected: IDENTIFY NEW BUSINESS FOR CANADIAN EXPORTERS.

Activity: STUDY CUREENT LAND MANAGEMENT, SILVICULTURE PRACTICES.

Results Expected: DETERMINE NEW OPPORTUNITIES FOR CANADIAN SUPPLIERS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 010 MINE, METAL, MINERAL PROD &amp; SRV

Subsector: 106 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	87.00M	\$ 90.00M	\$ 88.00M	\$ 92.00M
Canadian Exports \$	3.50M	\$ 4.00M	\$ 6.70M	\$ 8.00M
Canadian Share of Import Market	4.02%	4.44%	7.61%	8.69%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 265 JAPAN	027 %
iii) 128 GERMANY WEST	015 %
iv) 038 BELGIUM	007 %
v) 112 FRANCE	003 %
vi) 616 OTHER COUNTRIES	008 %

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

Current status of Canadian exports: Mature with little growth

Products/services for which there are  
good market prospects

Current Total Imports

In Canadian \$

i) HEAVY DUTY OFF HIGHWAY TRUCKS	\$ 40.00 M
ii) MINING EXCAVATORS	\$ 20.00 M
iii) RECLAIMERS	\$ 10.00 M
iv) WHEELED LOADING BUCKET	\$ 20.00 M
v) STACKERS	\$ 10.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: 10 QUEENSLAND COAL MINING  
Approximate Value: \$ 2000 M  
Financing Source:  
For further info. please contact:  
G. ADAMS, CDN. CONSULATE SYDNEY

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

## ii) Project Name: 2 QUEENSLAND SILVER LEAD ZINC MINES

Approximate Value: \$ 220 M

Financing Source:

For further info. please contact:

G. ADAMS, CDN CONSULATE, SYDNEY

## iii) Project Name: AMMONIUM NITRATE PLANT, NEWCASTLE

Approximate Value: \$ 60 M

Financing Source:

For further info. please contact:

G. ADAMS, CDN CONSULATE, SYDNEY.

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- high tariffs
- other factor(s) described by the Trade Office as follows:

LACK OF REALISATION OF AUSTRALIAN MINING OPPORTUNITIES BY CANADIAN MANUFACTURERS. NO PENETRATION OF MARKET FOR TRUCKS AND HEAVY EQUIPMENT. NEED FOR CLOSER COMMUNICATION WITH CANADIAN MANUFACTURERS.

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: COMPLETION OF IN-HOUSE SURVEY OF MINING EQUIPMENT AND SERVICE REQUIREMENTS OF AUSTRALIAN MINING INDUSTRY. TO BE MAILED TO 50 LEADING CANADIAN EQUIPMENT MANUFACTURERS.

Results Expected: GREATER AWARENESS OF AUSTRALIAN MINING EQUIPMENT OPPORTUNITIES.

Export and Investment Promotion Plan

ing System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

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

Activity: VISIT OF CO.O. TP LEADING CANADIAN MANUFACTURERS AT THEIR FACTORY PREMISES.

Results Expected: GREATER AWARENESS OF AUSTRALIAN MINING EQUIPMENT OPPORTUNITIES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 012 PETROCHEM &amp; CHEM PROD, EGP, SERV

Subsector: 121 CHEM &amp; PETROCHEM PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3400.00M	\$ 3204.40M	\$ 3024.40M	\$ 2548.90M
Canadian Exports \$	67.30M	\$ 66.50M	\$ 64.10M	\$ 64.40M
Canadian Share of Import Market	1.98%	2.08%	2.12%	2.53%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	026 %
ii) 051 UNITED KINGDOM	015 %
iii) 128 GERMANY WEST	011 %
iv) 265 JAPAN	010 %
v) 112 FRANCE	005 %
vi) 512 SWITZERLAND	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DYING, TANNING & COLOURING MATERIALS	\$ 2.20 M
ii) PLASTIC MATERIALS, CELLULOSE, RESINS	\$ 18.30 M
iii) MEDICINAL & PHARMACEUTICAL PRODUCTS	\$ 6.80 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- high tariffs
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 013 CONSUMER PRODUCTS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7400.00M	\$ 6330.00M	\$ 5250.00M	\$ 4400.00M
Canadian Exports \$	40.00M	\$ 39.00M	\$ 47.00M	\$ 48.00M
Canadian Share of Import Market	0.54%	0.60%	0.90%	1.10%

## Major Competing Countries

## Market Share

i) 265 JAPAN	013 %
ii) 577 UNITED STATES OF AMERICA	011 %
iii) 434 TAIWAN	010 %
iv) 051 UNITED KINGDOM	009 %
v) 189 HONG KONG	008 %
vi) 370 NEW ZEALAND	006 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) LEISURE PRODUCTS	\$ 9.00 M
ii) CULTURAL	\$ 5.50 M
iii) FURNITURE & APPLIANCES	\$ 7.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- high tariffs
- other factor(s) described by the Trade Office as follows:

POTENTIAL EXPORTERS TO AUSTRALIA MUST BE COMMITTED TO LONG-TERM STRATEGY E.G. COMMUNICATIONS MUST BE IMPROVED; PRICING PACKAGING RECONSIDERED; PROMOTIONAL LITERATURE TOP QUALITY. VISIT TO AUSTRALIA UNDER PEMD MOST HELPFUL FOR EDUCATION OF EXPORTER RE AUSTRALIA

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- competitive export pricing for this market

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: CONDUCT MARKET STUDY OF AUSTRALIAN BOOK MARKET. AIM WILL BE TO SELECT MARKET NICHEs WHICH HAVE POTENTIAL FOR CANADIAN BOOK MARKETERS.  
INCREASE CANADIAN SHARE OF \$400M IMPORT MARKET. IMPROVE VISIBILI-

Results Expected: TY OF CANADIAN MADE BOOKS WITHIN THE BOOK TRADE.

Activity: ORGANIZE FIRST CANADIAN BOOK BUYING EXHIBITION (INHOUSE) FOR AUSTRALIAN IMPORTERS. CANADIAN BOOK PUBLISHERS ENCOURAGED TO SEND REPS TO SUPPORT THEIR CURRENT BOOK LIST ON DISPLAY.

Results Expected: OPERATION OF BOOK MARKET WILL BE DETAILED. PARTICULAR OPPORTUNITIES IDENTIFIED AS HAVING POTENTIAL.

Activity: COMPREHENSIVE CATALOGUES WILL BE COMPILED IN THE AREAS OF TOYS AND GAMES, SPORTING GOODS AND JEWELLERY. EACH CATALOGUE WILL CONTAIN ORIGINAL PRODUCT LITERATURE AND INDICATIVE EXPORT PRICES. CATALOGUES WILL BE DISTRIBUTED TO AUSTRALIAN IMPORTERS.

Results Expected: INCREASE KNOWLEDGE OF IMPORTERS ABOUT SPECIFIC PRODUCTS OF CANADA. CATALOGUES WILL BE INSTANT REFERENCE FOR SOURCES OF SUPPLY. INCREASE CANADIAN EXPORTERS IN 3 PRODUCT AREAS.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 141 PHARMACEUTICALS, BIOTECHNOLOGY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	453.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	10.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	1.50%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

- |                                 |       |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 040 % |
| ii) 265 JAPAN                   | 030 % |

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

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) MICROBAL MINERAL LEACHING	\$ 5.00 M
ii) BREWING/FERMENTATION	\$ 2.00 M
iii) WASTE TREATMENT	\$ 2.00 M
iv) BIOMASS ENERGY	\$ 2.00 M
v) PLANT AGRICULTURE	\$ 2.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

NEW AREA

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: BIOTECH STUDY

Results Expected: SALES

Activity: BIOTECHNOLOGY MISSION, MAY '87

Results Expected: - 3 JOINT VENTURE AGREEMENTS  
- DIRECT SALES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 161 MANUFACT &amp; MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4209.10M	\$ 4161.50M	\$ 3761.00M	\$ 3463.20M
Canadian Exports \$	43.40M	\$ 41.00M	\$ 39.40M	\$ 43.20M
Canadian Share of Import Market	1.03%	0.98%	1.02%	1.25%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	024 %
ii) 265 JAPAN	022 %
iii) 128 GERMANY WEST	015 %
iv) 051 UNITED KINGDOM	010 %
v) 237 ITALY	006 %
vi) 507 SWEDEN	003 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) MATERIALS HANDLING EQUIPMENT	\$ 24.00 M
ii) TRANSMISSION & GEAR REPLACEMENT EQUIPMENT	\$ 8.00 M
iii) WEIGHING & MEASURING SYSTEMS	\$ 6.00 M
iv) WORK TRUCKS, MECHANICALLY PROPELLED FOR MINING	\$ 6.00 M
v) FILTERING EQUIPMENT FOR LIQIDS & GAS.	\$ 3.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of  
some imported products

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 011 AUSTRALIA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- high tariffs

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: M

Results Expected:

Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 533 SYDNEY

Country: 011 AUSTRALIA

## Highlights of Investment Environment

Estimated Value Of Equity Investment  
In Canada From This Post Territory:

\$ 4 900.00 M

Estimated Value Of Annual Direct Equity  
Investments To All Destinations From  
This Post Territory:

\$ 1 500.00 M

Country Destinations Of Direct  
Equity Investment From Post  
TerritoryEstm. Value  
\$ CDN% Of Annual Direct Equity  
Investment Outflows By  
Category Of Investors

1. 370 NEW ZEALAND	\$ 2 500.00 M	1. Corporations : 40.00 %
2. 577 UNITED STATES OF AMERICA	\$ 800.00 M	2. Institutional : 60.00 %
3. 051 UNITED KINGDOM	\$ 1 400.00 M	3. Entrepreneurs : 0.00 %
4. 605 ASIA OR FAR EAST	\$ 200.00 M	4. Immigrant Entr.: 0.00 %

The Mission Has Reported Factors That Tend To Change  
Outward Flows Of Investment From The Post Territory Including:

- Corporate Search For Cheaper Production And/Or Operating Costs  
Outside The Country
- Local Tax And Investment Climate Tends To Discourage Domestic Investment
- Corporate Expansion To Seek New Markets
- Corporate Expansion To Serve Better Existing Markets
- Large Capital Pools Seeking Investment Outlets Abroad (e. g. Oil States)

## Equity Propensity Of Key Sources Of Investment From This Territory

Corporations : Partial Ownership Of Existing Corporate Facilities With Direct  
Involvement In Day-to-Day Operations

Institutional :

Entrepreneurs : 100% Ownership Of Existing Corporate Facility

Immigrant Entr.: 100% Ownership Of Existing Corporate Facility

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 533 SYDNEY

Country: 011 AUSTRALIA

**Sector Preferences By Type Of Key Investors**

Corporations : Services  
Institutional : Portfolio Investment  
Entrepreneurs : Real-Estate  
Immigrant Entr.: Real-Estate

**Investment Promotion Priority Sectors Sub-Sectors  
Program Plans And Anticipated Results.**

Sector : 014 EDUCATION, MEDICAL, HEALTH PROD  
Subsector: 141 PHARMACEUTICALS, BIOTECHNOLOGY

Reason(s):  
BIOTECHNOLOGY IS ONE OF THE FASTEST GROWING SECTORS OF THE AUSTRALIAN  
ECONOMY.

Program Plans:  
INVESTMENT SEMINAR IN CONJUNCTION WITH MINT MISSION (EXPO 88)

Anticipated Results: FOCUS ON SECTORAL INVESTMENT OPPORTUNITIES  
FOR INVESTORS

Sector : 010 MINE, METAL, MINERAL PROD & SRV  
Subsector: 102 MINERALS AND MINERAL PRODUCTS

Reason(s):  
COMPLEMENTARITY OF NEED AND REQUIREMENT

Program Plans:  
INVESTMENT ENCOUNTER SESSIONS

Anticipated Results: TARGETTED AUDIENCE - 4 SESSIONS OF 100  
POTENTIAL INVESTORS.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/B9

INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 533 SYDNEY

Country: 011 AUSTRALIA

**Other Investment Program Plans**

Activity(ies):  
EDC SEMINAR

Anticipated Results: ENHANCE AWARENESS OF SERVICES OFFERED.

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: ASIA-PACIFIC

Mission: 533 SYDNEY

Country: 011 AUSTRALIA

Investment Promotion Activities Proposals

Type Of Event: 010 MINISTERIAL MISSION

Description: MINISTERIAL VISIT/MISSION

Priority: 3

Date: 07/88

Sector: 999 MULTIPLE SECTORS

Sub-Sector: 999 ALL SUB-SECTORS

Location: BRISBANE

Type Of Event: 040 DIRECT MAIL CAMPAIGN

Description: TOP 500 MAIL OUT

Priority: 1

Date: 00/88

Sector: 999 MULTIPLE SECTORS

Sub-Sector: 999 ALL SUB-SECTORS

Location: N. S. W. /QUEENSLAND

Type Of Event: 050 SEMINARS

Description: SECTORAL ENCOUNTER

Priority: 2

Date: 11/88

Sector: 017 SERVICE INDUSTRIES

Sub-Sector: 999 ALL SUB-SECTORS

Location: SYDNEY

## Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 533 SYDNEY

Country: 016 NEW GUINEA

PAPUA NEW GUINEA (PNG) OFFERS A SUBSTANTIAL & GROWING MARKET FOR PARTICULAR AREAS OF CDN MANUFACTURING & CONSULTING EXPERTISE. A LARGE LAND AREA WITH AN IMPRESSIVE KNOWN RESOURCE BASE & EXCELLENT PROSPECTS FOR THE DISCOVERY OF ADDITIONAL NATURAL WEALTH, THE ECONOMY HAS URGENT DEMANDS FOR INFRASTRUCTURAL IMPROVEMENT, EDUCATIONAL & SOCIAL DEVELOPMENT, & INVESTMENT IN MANUFACTURING & RESOURCE EXPLOITATION. WHILE CDN COMPANIES SUCH AS PLACER HAVE EXTENSIVE INTERESTS & OPERATIONS IN PNG & SOME INDUSTRIAL & OTHER EQUIPMENT FROM CDA HAS FOUND ITS WAY THERE, THERE HAS BEEN NO SYSTEMATIC STUDY OF THE MARKET IT OFFERS TO CDNS. THIS TOGETHER WITH DISTANCE AND A TRADITIONAL ECONOMIC RELATIONSHIP WITH AUSTRALIA, HAS SERVED TO LIMITED CDN INTEREST IN EXPLOITING ITS POTENTIAL. WE BELIEVE CDN COMMERCIAL PERFORMANCE WILL DEPEND ON AN INITIALLY MODEST AID PROGRAMME & CONCENTRATION ON SPECIFIC AREAS OF OPPORTUNITY IN TELECOMMUNICATIONS, FORESTRY EQUIPMENT & SERVICES, MINERAL RESOURCE DEVELOPMENT & TRANSPORTATION.

## Export and Investment Promotion Planning System

REPT: SYN-GED 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 016 NEW GUINEA

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

1. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: THE COUNTRY HAS EXTENSIVE FORESTS LARGELY UNDEVELOPED.

2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: DEHAVILLAND SOLD A DASH-8 TO TALAIR WITH GOOD PROSPECTS FOR THE SALE OF AN ADDITIONAL 4 AIRCRAFT.

3. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: GOV'T PLANS SUBSTANTIAL EARLY IMPROVEMENT TO NATIONAL COMMUNICATIONS SYSTEM.

4. 010 MINE, METAL, MINERAL PROD &amp; SRV

REASONS: MINERAL RESOURCES ARE IMPORTANT TO ECONOMIC WELL-BEING OF PNG &amp; AN AREA OF GOV'T DEVELOPMENT EMPHASIS.

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

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 016 NEW GUINEA

Sector: 007 POWER &amp; ENERGY EQUIP. &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	24.00M	\$ 18.00M	\$ 20.00M	\$ 20.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

Market Share

- |                                   |       |
|-----------------------------------|-------|
| i) 011 AUSTRALIA                  | 040 % |
| ii) 265 JAPAN                     | 030 % |
| iii) 609 EUROPEAN COMMON MARKET C | 030 % |

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

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) MINI HYDRO	\$ 0.00 M
ii) TRANSMISSION	\$ 0.00 M
iii) CONSULTING	\$ 0.00 M
iv) PROCESS CONTROL	\$ 0.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: TWO 6MW GAS TURBINES FOR LAE  
ONE 6MW GAS TURBINE FOR MT. HAGEN

Approximate Value: \$ 7 M

Financing Source:

For further info. please contact:

M. VUJNOVICH, SYDNEY

- ii) Project Name: RAMU GOROKA TRANSMISSION LINE

Approximate Value: \$ 9 M

Financing Source:

For further info. please contact:

M. VUJNOVICH, SYDNEY

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 016 NEW GUINEA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: ENGINEERING OF RAMU PORT MORESBY  
INTERCONNECTION  
Approximate Value: \$ 1 M  
Financing Source:  
For further info. please contact:  
M. VUJNOVICH, SYDNEY

iv) Project Name: LUWINI MINI HYDRO STATION  
Approximate Value: \$ 9 M  
Financing Source:  
For further info. please contact:  
M. VUJNOVICH, SYDNEY.

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low.

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 016 NEW GUINEA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	116.00M	\$ 114.00M	\$ 92.00M	\$ 1.00M
Canadian Exports \$	9.00M	\$ 6.00M	\$ 9.00M	\$ 0.00M
Canadian Share of Import Market	8.00%	5.00%	10.00%	0.00%

## Major Competing Countries

## Market Share

i) 112 FRANCE	030 %
ii) 577 UNITED STATES OF AMERICA	050 %
iii) 047 BRAZIL	010 %
iv) 616 OTHER COUNTRIES	010 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) AIRCRAFT	\$ 8.00 M
ii) ENGINE PARTS	\$ 1.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

i) Project Name: AIRCRAFT SALES TO TALAIR  
Approximate Value: \$ 9 M  
Financing Source: 023 EDC  
For further info. please contact:  
M. VUJNOVICH, CANADIAN CONSULATE SYDNEY

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 016 NEW GUINEA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- support provided by the PEMD program
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 016 NEW GUINEA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 096 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	10.00M	\$ 10.00M	\$ 8.00M	\$ 6.00M
Canadian Exports \$	1.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	10.00%	0.00%	0.00%	0.00%

Major Competing Countries	Market Share
i) 265 JAPAN	070 %
ii) 011 AUSTRALIA	010 %
iii) 577 UNITED STATES OF AMERICA	010 %
iv) 616 OTHER COUNTRIES	010 %

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

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) FOREST HARVESTING EQUIP	\$ 1.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

## Export and Investment Promotion Planning System

MISSION: 533 SYDNEY

COUNTRY: 016 NEW GUINEA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

## Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 534 CANBERRA

Country: 011 AUSTRALIA

AUSTRALIAN GOV'T PURCHASING OVERSEAS HAS BEEN SIGNIFICANTLY AFFECTED BY THE GOV'T EFFORT TO ACHIEVE A BALANCED BUDGET IN FY 87/88. AT THE SAME TIME DEVALUATION OF THE AUSTRALIAN \$ AGAINST MAJOR WESTERN CURRENCIES HAS IMPROVED THE COMPETITIVENESS OF LOCAL & CDN FIRMS VIS-A-VIS US & EUROPEAN SUPPLIERS OF DEFENCE EQUIPMENT. THE DEPT. OF DEFENCE, RESPONSIBLE FOR MOST PROJECTS OF INTEREST TO CDA HAS NOT SUFFERED THE FULL FORCE OF BUDGET CUTS BECAUSE OF THE PRIORITY PLACED ON RE-EQUIPPING THE AUSTRALIAN DEFENCE FORCES. WHILE FUNDING FOR MAJOR PROJECTS HAS BEEN CUT IN 87/88 BY 10.1%, MOST PROJECTS HAVE ONLY BEEN DELAYED. IMPROVING ACCESS FOR CDN GOODS TO THE STILL HIGHLY PROTECTED AUSTRALIAN MKT, PARTICULARLY THE MAINTENANCE OF TARIFF PREFERENCES UNDER THE CDN/AUSTRALIAN TRADE AGREEMENT & THE REMOVAL OF SIGNIFICANT QUARANTINE BARRIERS, REMAINS A SIGNIFICANT CONCERN FOR THE POST. CDN CONCERNS REGARDING THE PRESERVATION OF CDN MARGINS OF PREFERENCE IN THE NEW AUSTRALIAN HARMONIZED TARIFF SHOULD BE RESOLVED BEFORE THE NEW TARIFF COMES INTO EFFECT JAN. 1/88. AS WELL THE INDUSTRIES ASSISTANCE COMMISSION IS NEARING COMPLETION OF A SERIES OF INDUSTRY INQUIRIES THAT HAVE THREATENED TO REDUCE OR REMOVE TARIFF PREFERENCES FOR A SIGNIFICANT PORTION OF CDN TRADE. WHILE SOME CDN PREFERENCES HAVE BEEN ERODED AS A RESULT OF THESE INQUIRIES, THEY HAVE USUALLY ALSO RESULTED IN MANY TARIFFS BEING LOWERED, IMPROVING ACCESS FOR ALL IMPORTERS. QUARANTINE REGULATIONS CONTINUE TO HINDER THE EXPORT OF CERTAIN FISHERIES & AG. PRODUCTS, IN PARTICULAR, FRESH/FROZEN SALMON & PORTK ON WHICH AUSTRALIAN ACTION HAS BEEN PROMISED. IN THE COMING YEAR THERE SHOULD BE LESS VOLATILITY IN CDN TARIFF PREFERENCE RATES & SOME PROGRESS MADE ON IMPORTANT QUARANTINE ISSUES. CANBERRA SHOULD ALSO BE IN A BETTER POSITION TO PURSUE DEFENCE & OTHER GOV'T PROCUREMENT OPPORTUNITIES FOLLOWING THE SIGNING OF A CONTRACT FOR A NEW GOV'T PROCUREMENT MONITORING SERVICE. COMPLYING WITH AUSTRALIAN OFFSET RULES, IN PARTICULAR LOCATING SUITABLE AUSTRALIAN PARTNERS, WILL BE A CONTINUING CONCERN FOR CDN FIRMS PURSUING GOV'T PROCUREMENT REQUIREMENTS.

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 534 CANBERRA

Market: 011 AUSTRALIA

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

## 1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: THE AUSTRALIAN DEFENCE FORCES HAVE SEVERAL MAJOR PROJECTS IN COMMON WITH CDA, E. G. CF-18 FIGHTERS, PATROL FRIGATES, & NEW SUBMARINES.

## 2. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: AUSTRALIAN FORCES WOULD LIKE TO DIVERSIFY FROM THEIR TRADITIONAL SOURCES OF SUPPLY, I. E. THE USA & UK.

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

## 1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

## 2. 005 COMM. &amp; INFORM. EQP. &amp; SERV

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 534 CANBERRA

Market: 011 AUSTRALIA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

Current status of Canadian exports:

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: REMOVING QUARANTINE BAN ON EXPORTS OF CANADIAN PIGMEAT TO AUSTRALIAN MARKET

Results Expected: SALES OF CANADIAN PORK TO AUSTRALIAN MARKET

25/01/88

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Export and Investment Promotion Planning System

MISSION: 534 CANBERRA

COUNTRY: 011 AUSTRALIA

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PRESERVING TARIFF PREFERENCES FOR CANADIAN CANNED FRUIT IN AUSTRALIAN MARKET

Results Expected: RETENTION OF MARKET SHARE

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 534 CANBERRA

Market: 011 AUSTRALIA

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

Current status of Canadian exports:

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: REMOVING AUSTRALIAN QUARANTINE BAN ON EXPORTS OF CANADIAN FRESH AND FROZEN SALMON.

Results Expected: SIGNIFICANT EXPORT SALES.

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 534 CANBERRA

Market: 011 AUSTRALIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1700.00M	\$ 1615.50M	\$ 1797.50M	\$ 1616.90M
Canadian Exports \$	15.00M	\$ 10.00M	\$ 4.90M	\$ 14.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	080 %
ii) 051 UNITED KINGDOM	005 %
iii) 507 SWEDEN	005 %
iv) 354 NETHERLANDS	004 %
v) 237 ITALY	002 %
vi) 112 FRANCE	002 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) CRV-7 ROCKETS	\$ 0.00 M
ii) MARINE ENGINEERING EQUIPMENT & SERVICES	\$ 0.00 M
iii) AIRBORNE SEARCH RADARS	\$ 0.00 M
iv) FA-18 RELATED EQUIPMENT	\$ 0.00 M
v) TACAN BEACONS	\$ 0.00 M
vi) SONOBUOY PROCESSORS	\$ 0.00 M
vii) HELICOPTER-RELATED EQUIP	\$ 0.00 M
viii) LIGHT ARMoured VEHICLES	\$ 0.00 M
ix) AMMUNITION	\$ 0.00 M
x) VIP AIRCRAFT RENTAL	\$ 0.00 M

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: ROCKETS  
Approximate Value: \$ 60 M  
Financing Source: 012 DOM  
For further info. please contact:  
B. BAKER

## Export and Investment Promotion Planning System

MISSION: 534 CANBERRA

COUNTRY: 011 AUSTRALIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

## ii) Project Name: TACAN BEACONS

Approximate Value: \$ 10 M

Financing Source: 012 DOM

For further info. please contact:

R. BALLHORN

## iii) Project Name: LIGHT ARMoured VEHICLES

Approximate Value: \$ 200 M

Financing Source: 012 DOM

For further info. please contact:

M. HUGHES

iv) Project Name: EQUIPMENT FOR NEW AUSTRALIAN SURFACE  
COMBATANT

Approximate Value: \$ 1000 M

Financing Source: 012 DOM

For further info. please contact:

B. BAKER

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

CANADIAN FIRMS ARE NOT FAMILIAR ENOUGH WITH AUSTRALIAN OFFSETS REQUIREMENTS

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- competitive export pricing for this market
- strong sectoral capability in Canada

## Export and Investment Promotion Planning System

MISSION: 534 CANBERRA

COUNTRY: 011 AUSTRALIA

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: REACHING SOME FORM OF AGREEMENT WITH AUSTRALIA ON CLOSER CO-OPERATION BETWEEN CANADIAN AND AUSTRALIAN DEFENCE INDUSTRIES.

Results Expected: GREATER CANADIAN INDUSTRY INVOLVEMENT IN AUSTRALIAN DEFENCE PRODUCTION

Activity: DETERMINE EQUIPMENT SALES OPPORTUNITIES FOR CANADIAN SUPPLIERS OF MARINE DEFENCE EQUIPMENT FOR NEW AUSTRALIAN SURFACE COMBATANT PROJECT.

Results Expected: SALES FOR CANADIAN FIRMS.

Activity: OBTAIN UPDATED AUSTRALIAN ASSESSMENT OF CRV-7 ROCKETS AND DETERMINE LIKELY PROCUREMENT TIMING

Results Expected: CONTRACT FOR BRISTOL AEROSPACE

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

Activity: FACILITATE M.E.L. CONTACT WITH AUSTRALIAN DOD AND POTENTIAL AUSTRALIAN PARTNERS IN ORDER TO FACILITATE ENTRY INTO AUSTRALIAN MARKET.

Results Expected: CANADIAN INVOLVEMENT IN ELECTRONIC WARFARE MARKET

Activity: FACILITATE CONTACT BETWEEN SNC AND AUSTRALIAN GOVERNMENT AMMUNITION FACTORIES IN ORDER TO PROMOTE INDUSTRIAL CO-OPERATION.

Results Expected: MORE CANADIAN AMMUNITION SALES TO AUSTRALIA

Activity: IMPROVE AUSTRALIAN KNOWLEDGE OF CANADIAN DEFENCE INDUSTRIES THROUGH VISITS AND PUBLICITY IN AUSTRALIAN MEDIA

Results Expected: MORE CANADIAN SALES TO DEFENCE SECTOR

## Export and Investment Promotion Planning System

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

Region: ASIA AND PACIFIC

Mission: 534 CANBERRA

Market: 011 AUSTRALIA

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	3.00M	\$ 1.00M	\$ 1.00M	\$ 1.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

- |                                  |       |
|----------------------------------|-------|
| i) 011 AUSTRALIA                 | 000 % |
| ii) 577 UNITED STATES OF AMERICA | 000 % |
| iii) 265 JAPAN                   | 000 % |
| iv) 051 UNITED KINGDOM           | 000 % |
| v) 609 EUROPEAN COMMON MARKET C  | 000 % |

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

Current status of Canadian exports: No Export results to date

Products/services for which there are  
good market prospects

## Current Total Imports

- |  | In Canadian \$ |
|--|----------------|
| i) MACHINE READABLE PASSPORT READERS     | \$ 5000.00 M   |
| ii) SARSAT - SEARCH & RESCUE BEACONS     | \$ 0.00 M      |
| iii) AERONAUTICAL INFORMATION PROCESSING | \$ 0.00 M      |

Projects or portion of projects which are still in the planning  
stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: NAIPS  
Approximate Value: \$ 13.5 M  
Financing Source: 012 DOM  
For further info. please contact:  
M. HUGHES

- ii) Project Name: N. E. CENTRE UPGRADE  
Approximate Value: \$ 350 M  
Financing Source: 012 DOM  
For further info. please contact:  
M. HUGHES

## Export and Investment Promotion Planning System

MISSION: 534 CANBERRA

COUNTRY: 011 AUSTRALIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: REQUIREMENT FOR 200 PASSPORT READERS FOR  
MACHINE READABLE PASSPORTS

Approximate Value: \$ .9 M

Financing Source: 012 DOM

For further info. please contact:

R. BALLHORN

iv) Project Name: SARSAT SYSTEM

Approximate Value: \$ 5 M

Financing Source: 012 DOM

For further info. please contact:

M. HUGHES

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: DEPT OF AVIATION PURCHASE OF NATIONAL AERONAUTICAL INFORMATION PROCESSING SYSTEMS (NAIPS) TO BE AWARDED IN EARLY 1988. NORTH EAST CENTRE UPGRADE WILL FOLLOW.

Results Expected: CANADIAN FIRMS WILL CONTINUE TO PURSUE SALES OPPORTUNITIES.

## Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 534 CANBERRA		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS		
DEFENCE EXHIBITION	SYDNEY	0088
GOVERNMENT TECHNOLOGY EVENT	CANBERRA	0688
020 MISSION OUTGOING		
INDUS. PARTNERING MIS. TO PURSUE AUSTLN GOV'T CON.	CANBERRA/MELB/SYD/AD	0088
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS		
INT'L TECHNOLOGY EXHIBITION	CANBERRA	0389
Sector: 999 MULTIPLE SECTORS		
024 MISSION INCOMING		
TECHNOLOGY TRANSFER MISSION		0088

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 534 CANBERRA		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
024 MISSION INCOMING		
DEFENCE AEROSPACE MISSION		0489

Market : PACIFIC

<u>REFERENCE NO.</u>	<u>SECTOR NO.</u>	<u>EVENT NAME &amp; LOCATION</u>	<u>DATE</u>
880306	001	FOODEX, TOKYO	89/03/00
880314	010	FINE CERAMICS FAIR AND MISSION	89/03/00
880315	013	TOKYO INTERNATIONAL GIFT SHOW	89/02/00
880305	001	NEW BUSINESS DEVELOPMENT PLAN FOOD & FISH, JAPAN	89/00/00
880311	009	TIMBER FRAME CONSTRUCTION MISS ION TO JAPAN	89/00/00
880319	999	REGIONAL TRADE SHOWS, JAPAN	89/00/00
880320	013	TOKYO SPORTING GOODS SHOW	89/00/00
880308	003	CANOLA CONSULTATION MISSION FROM JAPAN	88/11/00
880307	003	CANOLA PRE-CONSULTATIONS MISSION FROM JAPAN	88/06/00
880309	005	COMMUNICATION SHOW, TOKYO	88/04/00
880701	002	OCEAN INDUSTRY MISSION TO JAPAN	00/00/00
880702	011	MISSION FROM JAPAN TO EDMONTON PETROLEUM SHOW	00/00/00

Market : EAST ASIA

REFERENCE NO.	SECTOR NO.	EVENT NAME & LOCATION	DATE
880297	004	DEFENSE PRODUCTS MISSION TO SEOUL	89/03/00
880264	004	DEFENCE COMMUNICATIONS, PEKING	89/00/00
880265	005	TELECOMMUNICATIONS, PEKING	89/00/00
880267	006	SEMINAR ON INSTRUM FOR OIL & GAS, PEKING	89/00/00
880269	008	GROUND TRANSPORTATION SYSTEMS MISSION, PRC	89/00/00
880300	005	CABLE TV MISSION TO SEOUL	88/12/00
880263	001	AG CHINA '88 - BEIJING, CHINA	88/11/00
880298	005	ELECTRONIC COMPONENTS MISSION FROM SEOUL	88/11/00
880200	005	EXPO COMM CHINA 88, BEIJING, CHINA	88/10/26
880262	001	GRAIN EQUIPMENT SEMINAR, PRC	88/09/00
880302	008	AUTO-PARTS MISSION TO SEOUL	88/07/00
880299	005	TECHNOLOGY TRANSFER MISSION FROM SEOUL	88/06/00
880303	009	CONSTRUCTION TECHNOLOGY MISS. TO SEOUL	88/06/00
880681	007	ENERGY AND POWER '88 BEIJING	88/06/20
880697	011	INCOMING OIL & GAS , PRC	00/00/00
880698	011	INCOMING HEAVY OIL, PRC	00/00/00
880699	999	MISSION TO INTERCAN FROM PRC	00/00/00

BB/01/21

RP-A10

PEMD - Government Initiated Activities

1988

541

Market : EAST ASIA

<u>REFERENCE NO.</u>	<u>SECTOR NO.</u>	<u>EVENT NAME &amp; LOCATION</u>	<u>DATE</u>
BB0700	016	AG MACHINERY TO CANADA, PRC	00/00/00

Market : SOUTHEAST ASIA

REFERENCE NO.	SECTOR NO.	EVENT NAME & LOCATION	DATE
880341	005	EDUCATIONAL/CDN COMP SHOW-COMP UT. SOFTWARE N. Z.	88/11/00
880325	014	MEDICAL EQPT. & VETERINERARY PRODUCTS	88/09/00
880340	001	FOOD PACIFIC 88 NEW ZEALAND BUYERS	88/09/00
880366	001	AG QUIP '88	88/08/00
880345	009	FIEA CONFERENCE GUEST SPEAKER	88/07/00
880343	009	LUMBER MISSION NEW ZEALAND BUYERS	88/06/00
880400	004	INDONESIA	88/04/00
880244	004	DEFENCE ASIA '89	89/02/00
880254	005	COMPUTER INDONESIA	88/10/00
880286	004	DEFENCE PRODUCTS MISSION FROM SINGAPORE	88/06/00
880252	005	INTERTELEC '88	88/04/00
880791	999	ROYAL EASTER SHOW, SYDNEY	89/03/00
880776	999	EIGHT INDIAN ENGINEERING TRADE FAIR, NEW DELHI	89/02/00
880783	009	PULP & PAPER EQUIPMENT AND SERVICES MISSION TO AUSTRALIA	89/02/00
880786	001	WOOLWORTHS TASTE OF CANADA IN-STORE FOOD PROMOTION	89/02/00
880798	006	TECH TRANS 88 - MALAYSIA	89/01/00
880800	999	INDUSTRIAL COOPERATION MISSION TO DELHI, BOMBAY AND MADRAS	89/01/00

Market : SOUTHEAST ASIA

<u>REFERENCE NO.</u>	<u>SECTOR NO.</u>	<u>EVENT NAME &amp; LOCATION</u>	<u>DATE</u>
880768	005	TELECOMMUNICATIONS EQUIP. AND SERVICES MISSION TO PHILIPPINE	88/11/00
880781	014	BIOTECHNOLOGY MISSION TO AUSTRALIA	88/11/00
880789	010	MINING MISSION TO KALGOORLIE, WESTERN AUSTRALIA	88/11/00
880794	001	GENETIC MATERIALS BUYERS FROM AUSTRALIA	88/11/00
880801	005	BUYERS FROM PAKISTAN TO CDN COMPUTER SHOW & CONF., TORONTO	88/11/00
880780	004	DEFENCE EQUIPMENT MISSION TO PAKISTAN	88/10/00
880787	002	FISH BUYERS MISSION(HAKE) FROM AUSTRALIA	88/10/00
880792	001	AUSTRALIAN BUYERS TO FOOD PACIFIC, VANCOUVER	88/10/00
880774	014	HEALTH INDIA 88 EXHIBITION AND MISSION TO PAKISTAN	88/09/06
880763	004	DEFENCE PRODUCTS MISSION FROM MALAYSIA	88/09/00
880766	999	INVESTMENT MISSION FROM BRUNEI	88/09/00
880775	999	SPACE MISSION TO INDIA	88/09/00
880782	009	FOREST HARVESTING & SAWMILLING EQUIP. BUYERS FROM NEW ZEALAND	88/09/00
880785	014	MISS. TO CONF OF SCIENTIFIC COMM ON ANTARCTIC RESEARCH	88/09/00
880790	009	VISIT TO CDA BY TECHNICAL JOURNALIST FM AUSTRALIAN TIMBER	88/09/00
880797	013	SYDNEY INT'L GIFT TRADE FAIR	88/09/00
880796	013	SYDNEY INT'L HOME SHOW.	88/08/00

Market : SOUTHEAST ASIA

<u>REFERENCE NO.</u>	<u>SECTOR NO.</u>	<u>EVENT NAME &amp; LOCATION</u>	<u>DATE</u>
880784	001	MINI FOOD SHOW IN NEW ZEALAND	88/07/00
880767	005	COMMUNICASIA EXHIBITION, SINGAPORE	88/06/00
880778	011	BUYERS FROM PAKISTAN TO NAT'L PETROLEUM SHOW, CALGARY	88/06/00
880799	010	MINTEC'88 - PHILIPPINES	88/06/00
880765	011	GAS EQUIPMENT AND SERVICES MISSION TO INDONESIA	88/05/00
880773	999	INDIAN INDUSTRIAL COOPERATION MISSIO TO CANADA	88/05/00
880788	001	MINI FOOD SHOWS IN SYDNEY AND MELBOURNE, AUSTRALIA	88/05/00
880772	008	BUYERS FM INDIA TO CDN AUTOMO- TIVE IND. ASSOC, INT'L SHOW, MTL	88/04/17
880764	003	CANDLA TECHNICAL SEMINAR, MANILA	88/04/00
880771	011	OIL AND GAS SEMINAR IN INDIA	88/04/00
880777	011	OIL AND GAS SEMINARS IN PAKISTAN	88/04/00
880795	008	BUYERS FM NEW ZEALAND TO CDN INT'L AUTOMOTIVE SHOW, MTL	88/04/00