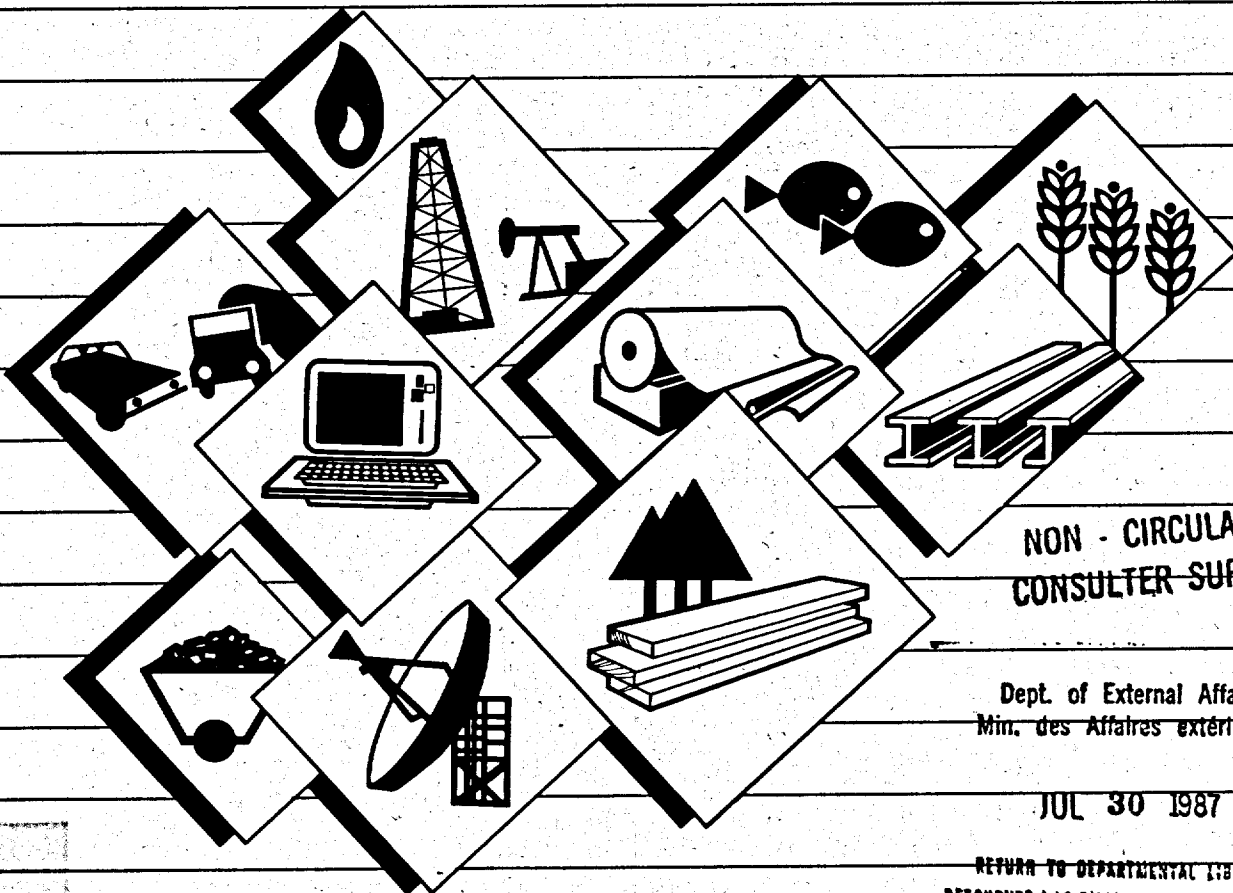




GEOGRAPHICAL SYNOPSIS

ASIA AND PACIFIC

1987-88 EXPORT AND INVESTMENT PROMOTION OPERATIONAL PLAN



NON - CIRCULATING ?
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Dept. of External Affairs
Min. des Affaires extérieures

JUL 30 1987

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MARCH 1987

GEOGRAPHIC SYNOPSIS OF
EXPORT PROMOTION PROGRAM PLANS
OF CANADIAN MISSIONS ABROAD
FY 1987/88

FOREWORD

This report contains a summary of the highlights of the proposed work plans of the export and investment promotion program of Canadian diplomatic missions worldwide for fiscal year 1987-1988 commencing April 1, 1987.

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

This synopsis is organized geographically and is available for each of seven geographic regions:

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

The synopsis provides a trade and economic overview of each country in the region in which market prospects exist for Canadian exporters, a listing of sectorial priorities for each market, profiles of important or interesting sectors and promotional project proposals which post trade officials recommend in support of their program activities.

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

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

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

43.246-127

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

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

In addition to the geographic perspective of this report, information from the data bank is available in a variety of configurations, the most important of which are synopses of 17 sectors and a variety of market reports. Information from these reports can be obtained on request from the geographic or functional bureaux of the Department of External Affairs.

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

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

ADDENDUM

Changes in Canadian Representation Abroad

As part of the Government's program of public service restraint to reduce costs, a decision was made to close seven missions abroad since the data contained in this report was compiled.

The affected missions are:

Quito, Ecuador
Helsinki, Finland
Abu Dhabi, United Arab Emirates
Hamburg, FRG
Marseille, France
Perth, Australia
Philadelphia, U.S.A.

The market plans for these missions (with the exception of Marseille which has not been required to prepare a plan) have been left intact for purposes of this report pending the redistribution of trade and investment responsibilities to neighbouring missions which is currently underway.

Export and Investment Promotion Planning System

REPT: SYN-GE0 87/88 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
PERTH

Manila

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
AUSTRALIA

Asia Development Bank

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 502 HONG KONG

Country: 189 HONG KONG

HONG KONG IS OFTEN UNDERRATED BY BY CDN EXPORTERS THOUGH IT IS A HUGE IMPORT MARKET. FOR INSTANCE, IN 1985 HONG KONG IMPORTED CDN\$22.1B IN GOODS(IMF). WHEN COMPARED TO INDIA'S CDN \$ 8.9 B THAILANDS CDN \$6.4B, AND AUSTRIA'S CDN\$22.0B, ITS MKT POTENTIAL IS APPARENT. ONE OF THE REASONS FOR THIS SEEMING ANOMALY IS THAT THESE COUNTRIES ARE MAJOR PRODUCERS OF RESOURCES/FOODSTUFFS, WHILE HK IMPORTS VIRTUALLY EVERYTHING IT CONSUMES. THIS INCLUDES OVER 70% OF ITS FOOD, 100% OF ITS ENERGY, 85% OF ITS BLDG MATERIALS, 100% OF ITS PAPER & WOOD PRODS & 90% OF ITS OFFICE MACHINES AND TELECOMS. FURTHERMORE, FEW COUNTRIES CAN RIVAL THE PROJECTED 19% GROWTH RATE FOR IMPORTS IN '85. H.K. IS ALSO ONE OF THE MOST STRAIGHT-FORWARD MKTS. IT HAS NO CURRENCY CONTROL/FLUCTUATIONS, & TARIFFS, & HAS LEGAL, BANKING, & COMMUNICATIONS NETWORKS SIMILAR TO CDA. ITS TRANSP./DISTR. SYSTEMS ARE SUPERIOR & ITS BUSINESS-PEOPLE ARE DECISIVE IN THE FACE OF OPPORT. IT IS ALSO A LEADING CENTRE OF ENTREPOT TRADE, PARTICULARLY WITH CHINA. IN '85, RE-EXPORTS COMPRISED 23% OF ALL HK'S TRADE, WHICH MEANS TOTAL IMPORTS EXCEED CDN\$40B (BY COMPARISON, CDA'S NON-US EXPORTS WERE ONLY CDN\$25B IN '85). OF THIS, 44% (CDN\$5.6B) WAS DESTINED FOR CHINA. AS WITH HK'S DOMESTIC EXPORTS, RE-EXPORTS TO CHINA ARE GROWING (FM CDN\$2.2B IN '83 TO CDN \$8.2B IN '85) & ARE EXPECTED TO GO UP ANOTHER 10-15% IN '86. THE PROSPECTS FOR '87 TO '88 IS FOR VOLUMES TO REMAIN HIGH THOUGH GROWTH WILL BE LESS DRAMATIC. WHILE THE USA IS HK'S LARGEST EXPORT MKT, CHINA IS ITS BIGGEST TRADING PRTR (26% OF TOTAL TRADE). CDA IS NOT CURRENTLY AMONG HK'S PRINCIPAL TRADING PRTRNS RANKING 6TH AS A CUSTOMER. (CDA SLIPPED FM 19TH TO 23RD IN '86 AS A SUPPLIER, FOR AN OVERALL RANK OF 11TH). WHILE OUR IMPORTS FM HK CONTINUE TO CLIMB, & THE MKT IS EXPANDING, OUR EXPORTS IN '86 REMAIN AT ABOUT THEIR '85 LEVEL. THIS IS LARGELY DUE TO A LACK OF MKT AWARENESS & EFFORTS BY CDN COS. IN '85, HK RE-EXPORTED CDN\$99M WORTH OF CDN GOODS, OF WHICH, 37% WENT TO CHINA. THESE RE-EXPORTS ARE 29% AS MUCH AS THE VALUE OF HK'S RETAINED IMPORTS FM CDA (CDN\$323M IN '85), EMPHASIZING HK'S IMPORTANCE IN OUR TRADE WITH CHINA.

HK IS ALSO A MAJOR SOURCE OF INVSTNT CAPITAL. WITH AN ESTIMATED CDN\$11B ANNUALLY INVSTD OVERSEAS. OF THIS, CDN\$1B TRADITIONALLY FLOWS TO CDA. WITH INCREASED EMPHASIS ON INVSTMT, IT IS EXPECTED THAT AS MUCH AS CDN\$2B MAY BE INVSTD IN CDA IN FY 86/87. CDA ALSO REC'D 55,000 TOURISTS FM HK IN '86, EQUIVALENT TO ALL OTHER ASIAN COUNTRIES COMBINED (EXCL. JPN). HK ACCOUNTED FOR 50% OF OUR WORLD INTAKE OF ENTREPRENEURIAL IMMIGRANTS, & HAS THE LARGEST CDN CHAMBER OF COMM. OUTSIDE CDA. IN THE NEXT 1-3 YRS, CDA MUST INCREASE ITS KNOWLEDGE OF THIS MKT & TRANSLATE THIS INTO SOLID MKTG EFFORT. MAJOR POST EMPHASIS WILL GO INTO PROMO'N OF FOOD & BEV., FISH PRODS, BLDG MATERIALS, COMPUTER SOFTWARE, POLLUTION CONTROL TECHNOLOGY, ETC. "

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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 & FOOD PRODUCTS & SERVICE

REASONS: RAPIDLY INCREASING LOCAL ACCEPTANCE OF WESTERN FOODS & DISHES-
INCREASING DISPOSABLE INCOME & ALLOCATION TO RESTAURANT MEALS-
UNUSUAL LACK OF COMPETITIVENESS OF CDN PRODUCTS VS US IN THIS MARKET

2. 002 FISHERIES, SEA PRODUCTS & SERV.

REASONS: VERY HIGH PERCAPITA CONSUMPTION OF ALL FISH/SEA PROD.-BIG DEMAND AND
PRICE TOLERANCE FOR PARTS REJECTED BY OTHER MARKETS-HIGH DISPOSABLE
INCOME (AS ABOVE)-UNUSUAL LACK OF COMPETITIVENESS AGAINST U. S.

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: RECENT RAPID INCREASE IN ABSOLUTE IMPORTS FM CDA-RECENT IMPROVEMENT IN
MARKET SHARE & POSITION-INCREASED AWARENESS OF CDN CAPABILITIES HAS
CREATED CUSTOMER INTEREST & PREPAREDNESS TO PURCHASE

4. 015 CONSTRUCTION INDUSTRY

REASONS: RECENT INCREASE IN NO. CDN. FIRMS ACTIVELY SELLING BUILDING PRODUCTS-
RECENT ENTRY OF CDN. INTO SEVERAL BUILDING PRODUCTS SUBSECTORS -
INCREASE IN COMMERCIAL CONSTRUCTION ACTIVITY IN HONG KONG

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

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	3240.00M	\$ 3000.00M	\$ 2866.20M	\$ 2747.40M
Canadian Exports \$	40.00M	\$ 25.00M	\$ 14.30M	\$ 15.40M
Canadian Share of Import Market	1.20%	0.80%	0.50%	0.60%

Major Competing Countries

Market Share

i) 192 PEOPLE'S REP OF CHINA	46. %
ii) 577 UNITED STATES OF AMERICA	15. %
iii) 265 JAPAN	5. %
iv) 520 THAILAND	5. %
v) 011 AUSTRALIA	4. %

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) PORK & PORK PRODUCTS	\$ 113.60 M
ii) BEEF	\$ 88.70 M
iii) FRESH APPLES	\$ 36.00 M
iv) SAUSAGES	\$ 25.00 M
v) CANNED VEGETABLES	\$ 11.30 M
vi) CANNED FRUIT JUICES	\$ 10.50 M
vii) BEEF OFFALS EDIBLE	\$ 9.70 M
viii) CANNED PICNIC SHOULDER	\$ 8.90 M
ix) PORK OFFALS EDIBLE	\$ 8.90 M
x) VEGETABLE FROZEN	\$ 4.30 M

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- NOT TO GET MAXIMUM USE OF THE CONTAINERS
 - WASTE OF BY-PRODUCTS DURING PROCESSING UNNOTICED - UNABLE TO QUOTE CNF 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

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

Activity: FOOD & BEVERAGE CANADA - MARCH 87

Results Expected: C\$10,000,000

Activity: CANADIAN FOOD WEEK AT MAXIM'S RESTAURANT

Results Expected: C\$300,000

Activity: IN-STORE PROMOTION(DAH CHONG HONG LTD)-NOV 86

Results Expected: C\$300,000

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: BASED ON RESULT OF THE FOOD & BEVERAGE CANADA '87, IF SUCCESSFULL, WILL PLAN SAME TYPE OF SHOW IN 1988

Results Expected: C\$500,000

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: BEEF PROMOTION IN HOTELS

Results Expected: C\$200,000

Activity: IN-STORE PROMOTION ON SOME OF THE SUPERMARKET CHAINS

Results Expected: C\$400,000

Export and Investment Promotion Planning System

87/88 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 & SERV.

Subsector: 021 FISH & SHELLFISH & OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	740.00M	\$ 687.00M	\$ 636.60M	\$ 553.30M
Canadian Exports \$	12.00M	\$ 7.00M	\$ 4.70M	\$ 3.60M
Canadian Share of Import Market	1.60%	1.00%	0.70%	0.60%

Major Competing Countries

Market Share

i) 192 PEOPLE'S REP OF CHINA	31. %
ii) 265 JAPAN	14. %
iii) 201 VIETNAM	11. %
iv) 198 MACAO	9. %
v) 011 AUSTRALIA	5. %

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) SHRIMPS/PRAWNS FROZEN	\$ 179.30 M
ii) SHARK FINS DRIED	\$ 50.00 M
iii) MAR. WATER FISH FROZ.	\$ 23.40 M
iv) CRUSTACEANS NES FROZ.	\$ 19.30 M
v) SQUID DRIED	\$ 17.20 M
vi) MOLLUSCS NES FROZEN	\$ 16.30 M
vii) SEA CUCUMBLES DRIED	\$ 15.80 M
viii) FISH FILLETS NES FROZEN	\$ 8.60 M
ix) SQUID FROZEN	\$ 5.90 M
x) OYSTER FRESH/FROZEN	\$ 1.80 M

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-NOT TO GET MAXIMUM USE OF THE CONTAINERS
 - WASTE OF BY PRODUCTS DURING PROCESSING UNNOTICED - UNABLE TO QUOTE CNF 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 & BEVERAGE CANADA 87 - MARCH 87

Results Expected: C\$2,000,000.

Activity: CANADIAN FOOD WEEK AT MAXIM'S RESTAURANT

Results Expected: C\$200,000

Activity: FOOD PROMOTION - DAH CHONG HONG - NOV 86

Results Expected: C\$300,000

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: BASED ON THE RESULT OF ABOVE, IF SUCCESSFULL, WILL PLAN SAME TYPE OF SHOW IN 1988

Results Expected: C\$500,000

Activity: PLANNING TO RUN IN-STORE PROMOTION ON SOME OF THE SUPERMARKET CHAINS.

Results Expected: C\$ 400,000.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

Sector: 005 COMM. & INFORM. EGP. & 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) \$	1300.00M	\$ 1100.00M	\$ 945.00M	\$ 788.00M
Canadian Exports \$	35.00M	\$ 25.00M	\$ 16.80M	\$ 9.20M
Canadian Share of Import Market	2.60%	2.20%	1.70%	1.20%

Major Competing Countries

Market Share

i) 265 JAPAN	044 %
ii) 434 TAIWAN	016 %
iii) 577 UNITED STATES OF AMERICA	010 %
iv) 192 PEOPLE'S REP OF CHINA	008 %
v) 268 KOREA	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) DIGITAL PABX	\$ 0.00 M
ii) SWITCHING PRODUCTS	\$ 0.00 M
iii) ELECTRONIC TELEX/FAX	\$ 0.00 M
iv) DATACOM PRODUCTS	\$ 0.00 M
v) CELLULAR TELEPHONES	\$ 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: FIRE SERVICES SECOND GENERATION MOBILI-
ZATION SYSTEM

Approximate Value: \$ 5 M

Financing Source: 012 DOM

For further info. please contact:

COMM. FOR CDA TEL: 5-8104321 HKONG TLX: 73391DOMCA HX

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: POLICE SECOND GENERATION TELECOMS AND REGIONAL PABX

Approximate Value: \$ 10 M

Financing Source: 012 DOM

For further info. please contact:

COMM. FOR CDA TEL: 5-8104321 HKONG TLX: 73391DOMCA HX

iii) Project Name: NUMEROUS TELECOMS(PABX,CENTRAL SWITCHES ETC.)

Approximate Value: \$ 200 M

Financing Source: 028 TO/DETER

For further info. please contact:

COMM. FOR CDA TEL: 5-8104321 HKONG TLX: 73391DOMCA HX

iv) Project Name: CABLE TV DISTRIBUTION

Approximate Value: \$ 50 M

Financing Source: 012 DOM

For further info. please contact:

COMM. FOR CDA TEL: 5-8104321 HKONG TLX: 73391DOMCA HX

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

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
- other factor(s) described by the Trade Office as follows:
INADEQUATE MARKETING EFFORTS BY CANADIAN 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 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
- 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: CANADIAN CONSULTING AND EQUIPMENT MARKETING AND SALES TO CABLE TV INDUSTRY.

Results Expected: \$1,000,000

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: PROMOTION OF VIDEOTEXT TO CABLE TV INDUSTRY.

Results Expected: SALES TO CABLE TV AND OTHER OPERATORS
\$500,000.

Activity: ADDITIONAL PROMOTION OF X.25 DEVICES TO HONG KONG MARKET.

Results Expected: ESTABLISH CANADA AS BEST SOURCE OF X.25
PRODUCTS \$2,000,000.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 502 HONG KONG

Market: 189 HONG KONG

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

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1600.00M	\$ 1450.00M	\$ 1308.00M	\$ 1218.00M
Canadian Exports \$	10.00M	\$ 7.00M	\$ 5.90M	\$ 12.20M
Canadian Share of Import Market	0.63%	0.48%	0.45%	1.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	036 %
ii) 265 JAPAN	031 %
iii) 434 TAIWAN	006 %
iv) 192 PEOPLE'S REP OF CHINA	004 %
v) 467 SINGAPORE	003 %

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

Current status of Canadian exports: Market share declining

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) COMPUTER PERIPHERALS	\$ 0.00 M
ii) TURNKEY SYSTEMS	\$ 0.00 M
iii) LARGE APPLICATIONS SOFTWARE	\$ 0.00 M
iv) CABLE TV HARDWARE	\$ 0.00 M
v) FACTORY AUTOMATION	\$ 0.00 M
vi) 4TH GENERATION LANGUAGE	\$ 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: FIRE SERVICES SECOND GENERATION MOBILI-
ZATION SYSTEM

Approximate Value: \$ 5 M

Financing Source: 012 DDM

For further info. please contact:

COMM. FOR CDA TEL: 5-8104321 HKONG TLX: 73391DOMCA HX

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: LAND OFFICE COMPUTERIZATION

Approximate Value: \$ 1 M

Financing Source: 012 DOM

For further info. please contact:

COMM. FOR CDA TEL: 5-8104321 HKONG TLX: 73391DOMCA HX

iii) Project Name: INDUSTRIAL AUTOMATION SOFTWARE

Approximate Value: \$ 1 M

Financing Source: 028 TO/DETER

For further info. please contact:

COMM. FOR CDA TEL: 5-8104321 HKONG TLX: 73391DOMCA HX

iv) Project Name: SYSTEMS INTEGRATION PROJECTS

Approximate Value: \$ 50 M

Financing Source: 028 TO/DETER

For further info. please contact:

COMM. FOR CDA TEL: 5-8104321 HKONG TLX: 73391DOMCA HX

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

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
- 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:
 - INADEQUATE MARKETING EFFORTS BY CANADIAN SUPPLIERS.
 - COMPANIES LACK SIZE AND STABILITY AND THIS ADVERSELY AFFECTS MARKETING STRENGTH.

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
- 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:

- 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: SOFTWARE AND COMPUTER SERVICES MARKETING STUDY.

Results Expected: GUIDANCE TO CANADIAN INDUSTRY. SET PRIORITIES
\$1,000,000.

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: IN-HOUSE DEMONSTRATION AND SEMINARS BY COMPANIES.

Results Expected: DISTRIBUTION CONTRACTS, P. R. \$ 500,000.

Activity: INFORMATION BROCHURE TO HONG KONG INDUSTRY ON PERIPHERALS AND SOFTWARE.

Results Expected: SOURCING OF PRODUCT FROM CANADA \$1,000,000.

Activity: MEDIA CAMPAIGN TO ENHANCE AWARENESS OF CANADIAN CAPABILITIES.

Results Expected: PUBLIC ATTENTION, INTEREST.

Export and Investment Promotion Planning System

87/88 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) \$	1340.00M	\$ 1220.00M	\$ 1118.00M	\$ 1175.00M
Canadian Exports \$	7.00M	\$ 4.30M	\$ 3.80M	\$ 4.40M
Canadian Share of Import Market	0.50%	0.40%	0.40%	0.40%

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 192 PEOPLE'S REP OF CHINA	000 %
iii) 434 TAIWAN	000 %
iv) 577 UNITED STATES OF AMERICA	000 %
v) 214 INDONESIA	000 %

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) PLYWOOD	\$ 112.00 M,
ii) BUILDING GLASS	\$ 40.00 M
iii) CARPETS LUFTED MMF	\$ 20.00 M
iv) VINYL COATED WALLPAPER	\$ 20.00 M
v) BUILDERS WOODWORK	\$ 16.00 M
vi) MIRROR GLASS SHEETS	\$ 10.00 M
vii) WALLPAPER NES	\$ 8.00 M
viii) COPOLYMERS PVC TILES	\$ 6.00 M
ix) CARPETS, NES MMF	\$ 5.00 M
x) CARPETS, WOWER MMF	\$ 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: NEW BANK OF CHINA BUILDING PROJECT

Approximate Value: \$ 700 M

Financing Source: 012 DOM

For further info. please contact:

HONG KONG TLX:73391 EXTOTT/C. BUCHAN TEL:995-8744

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: HONG KONG INTERNATIONAL TRADE CENTRE
PROJECT

Approximate Value: \$ 800 M

Financing Source: 012 DOM

For further info. please contact:

HONG KONG TLX: 73391 EXTOTT/C. BUCHAN TEL: 995-8744

iii) Project Name: NEW STANDARD CHARTERED BANK HEADQUARTERS
PROJECT

Approximate Value: \$ 300 M

Financing Source: 013 NFR

For further info. please contact:

HONG KONG TLX: 73391 EXTOTT/C. BUCHAN TEL: 995-8744

iv) Project Name: MULTI-COMPLEX PROJECT OF SWIRE GROUP AT
VICTORIA BARRACKS SITE

Approximate Value: \$ 500 M

Financing Source: 013 NFR

For further info. please contact:

HONG KONG TLX: 73391 EXTOTT/C. BUCHAN TEL: 995-8744

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
- 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:
AGGRESSIVE 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
- Canada's position as one of the few major sources of international supply

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: PROMOTION OF BUILDING PRODUCTS BY A)LOCATING SUITABLE AGENTS FOR CDN SUPPLIERS B)MAILING CAMPAIGN C)ASSISTING AGENTS TO CONTACT PROJECT DEVELOPERS/ARCHITECTS.

Results Expected: 1986: C\$1.5 MILLION. 1987:C\$ 1 TO 1.5 MILLION

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 BUILDING PRODUCTS BY A)LOCATING SUITABLE AGENTS FOR CDN SUPPLIERS B)MAILING CAMPAIGN C)ASSISTING AGENTS TO CONTACT PROJECT DEVELOPERS/ARCHITECTS.

Results Expected: 1987: C\$1.5 MILLION. 1988: C\$2.0 MILLION.

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 '88	HONG KONG	0388
Sector: 005 COMM. & INFORM. EGP. & SERV		
010 FAIRS SOFTWARE EXHIBITION '87	HONG KONG	1187
020 MISSION OUTGOING COMPUTER SOFTWARE MISSION TO HONG KONG	HONG KONG	1187
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS IBEX '87 (BUILDING PRODUCT TRADEFAIR), HONG KONG	HONG KONG	0687
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING POLLUTION CONTROL MISSION	HONG KONG	0188

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 503 MANILA

Country: 431 PHILIPPINES

SINCE THE EVENTS OF FEB. 1986, MOST OBSERVERS AGREE THAT A MEASURE OF POLITICAL STABILITY HAS BEEN RESTORED TO THE PHILIPPINES. SERIOUS PROBLEMS REMAIN INCLUDING THE COMMUNISTS INSURGENCY & MUSLIM UNREST IN MINDANAO. UNCERTAINTY ABOUT RATIFICATION OF THE NEW DRAFT CONSTITUTION & SUBSEQUENT NATIONAL LOCAL ELECTION ALSO REMAIN. WITH LEADERSHIP OF THE IMF, GOVERNMENT & PRIVATE SECTOR CREDITORS ARE EXPECTED TO GRANT THE NEW GOVERNMENT BETTER TERMS FOR SERVICING THE COUNTRY'S EXTERNAL DEBT. AFTER TWO YEARS OF NEGATIVE GROWTH IN GNP TALLING APPROXIMATELY 10%, ECONOMISTS PREDICT A NEUTRAL GROWTH RATE FOR 1986 (I. E. 0%). GROWTH IN 1987 SHOULD REACH 3 OR 4%. DURING THE FIRST HALF OF 1986, TOTAL IMPORTS CONTINUED TO DECLINE & HAVE DROPPED TO AN ANNUAL LEVEL (IN 1985) OF \$5.1 BILLION FROM 1983 LEVEL OF \$7.5 BILLION. THE DROP IN IMPORTS IS ATTRIBUTABLE TO TWO MAJOR FACTORS: (1) NON-AVAILABILITY OF FOREIGN EXCHANGE; (2) LACK OF DOMESTIC DEMAND. (1) BY THE END OF 1986, IT IS ESTIMATED THAT TOTAL PHILIPPINE EXTERNAL DEBT WILL TOTAL \$27 BILLION. DEBT SERVICING COST, EVEN AFTER RESCHEDULING, WILL ABSORB NEARLY 40% OF TOTAL FOREX EARNINGS. IN THE LAST 3 OR 4 YEARS CAPITAL, MUCH OF RECENT ODA INFLOWS HAVE BEEN APPLIED TO SUPPORT BOP & NOT TO PAY FOR NEW IMPORTS. (2) LACK OF DOMESTIC DEMAND, WHICH IN TURN IS RELATED TO THE ABSENCE OF INVESTMENT BY LOCAL OR FOREIGN BUSINESSMEN, IS MAJOR OBSTACLE TO RENEWED GROWTH. MOST INDUSTRIES ARE WORKING AT ONLY 40% OR 50% CAPACITY. THE GOVERNMENT IS CURRENTLY COMMITTED TO PUMPING 4 BILLION PESOS INTO EMPLOYMENT GENERATION IN RURAL AREAS. NEW FOREIGN INVESTMENT REGULATIONS/GUIDELINES ARE CURRENTLY BEING PREPARED. PROSPECTS FOR CDN TRADE UNDER THESE CIRCUMSTANCES ARE NOT OUTSTANDING BUT SHOULD IMPROVE AS THE ECONOMY BEGINS TO GROW & COULD BE SIGNIFICANTLY ENHANCED BY THE CIDA INITIATIVE. CIDA HAS DESIGNATED THE PHILIPPINES AS A CATEGORY I COUNTRY & CIDA WILL COMMIT ITSELF TO A \$100 MILLION PLUS PROGRAM OVER THE NEXT 5 YEARS. SINCE FEB., THERE HAVE BEEN 10 CPPF APPLICATIONS SUBMITTED TO CIDA INC., 3 OF WHICH HAVE BEEN APPROVED. THE OTHERS LOOK FAVOURABLE. EDC HAS RECENTLY COME BACK ON COVER FOR THE PHILIPPINES. CDN COMPANIES HAVE AN EXCELLENT OPPORTUNITY TO PARTICIPATE IN AT LEAST THREE LARGE CAPITAL PROJECTS THAT WILL GO FORWARD IN THE NEXT YEAR OR TWO (I. E. CALACA II COAL-FIRED THERMAL POWER STATION; BATAAN REFINERY PROJECT; SEMIRARA COAL PROJECT). MANY OTHER CAPITAL PROJECTS BEING CONTEMPLATED BY DIFFERENT MINISTRIES ARE NOW AT THE FEASIBILITY STUDY STAGE. IN THE NEAR TERM, CANADA CAN EXPECT TO MAINTAIN MARKET SHARE AND COULD, WITH HELP OF CIDA PROGRAM AND PARTICIPATION IN CAPITAL PROJECT(S), GAIN A LARGER SHARE.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. 005 COMM. & INFORM. EQP. & SERV

REASONS: ADB ANNUAL PROCUREMENT TOTALS \$2 BILLION; MUCH OF IT IN SECTORS OF PARTICULAR CDN EXPERTISE I. E. (ENERGY, TRANSPORT & COMMUNICATIONS).

2. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: MAJOR EXPANSION PLANS BEING UPDATED. EMPHASIS ON SERVICE TO RURAL AREAS.

3. 003 GRAINS AND OILSEEDS

REASONS: POWER DEMAND PROJECTIONS, EVEN WITH CURRENT SLOW GROWTH, DEMONSTRATE A NEED FOR ADDITIONAL POWER GENERATION ON BOTH LUZON AND MINDANAO.

4. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: BECAUSE OF LIBERALIZATION OF WHEAT & GRAIN IMPORTS (I. E. NO LONGER MONOPOLIZED BY GOVERNMENT), CWB MAKING CONCERTED EFFORT TO RE-ENTER THIS MARKET FOR MILLING WHEAT.

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. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 005 COMM. & INFORM. EQP. & SERV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 503 MANILA

Market: 431 PHILIPPINES

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	3.80M	\$ 4.60M	\$ 4.60M	\$ 4.50M
Canadian Exports \$	0.60M	\$ 0.50M	\$ 0.50M	\$ 0.40M
Canadian Share of Import Market	15.80%	10.80%	10.80%	8.90%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	050 %
ii) 370 NEW ZEALAND	015 %
iii) 609 EUROPEAN COMMON MARKET C	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 \$
i) SWINE	\$ 0.70 M
ii) POULTRY	\$ 3.00 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

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
- strong sectoral capability in Canada

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: MAINTAIN CLOSE CONTACT WITH MAJOR SWINE AND POULTRY FARMERS.
ORGANIZE CANADIAN PROGRAMS DURING THEIR REGULAR BUYING TRIPS TO NORTH AMERICA.

Results Expected: CONTINUING INCREASE IN CANADIAN SALES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 503 MANILA

Market: 431 PHILIPPINES

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 018 FEED, FERTILIZER & VET PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	47.00M	\$ 40.00M	\$ 53.00M	\$ 50.00M
Canadian Exports \$	6.00M	\$ 5.00M	\$ 3.00M	\$ 4.00M
Canadian Share of Import Market	12.70%	12.50%	5.70%	8.00%

Major Competing Countries

Market Share

i) 011 AUSTRALIA	040 %
ii) 609 EUROPEAN COMMON MARKET C	020 %
iii) 520 THAILAND	020 %
iv) 553 UNION OF SOVIET SOC REP	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) FEED WHEAT	\$ 30.00 M
ii) POTASH	\$ 6.00 M
iii) VET PRODUCTS	\$ 4.00 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 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

Export and Investment Promotion Planning System

MISSION: 503 MANILA

COUNTRY: 431 PHILIPPINES

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

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

Activity: COMPLETION WHEAT AND COARSE GRAINS REPORT AND AGRICULTURE ABROAD REPORT (ANNUALLY).

Results Expected: KEEP OTTAWA CLIENTS INFORMED.

Activity: MAINTAIN CLOSE CONTACT WITH FEED MILLERS TO DETERMINE TIMING OF FEED WHEAT IMPORTS AND PROVIDE INFO. ON ANY CHANGES IN FEED IMPORT POLICY.

Results Expected: AT LEAST 25,000 TONS/ANNUM OF FEED WHEAT SALES OUT OF TOTAL MARKET OF APPROXIMATELY 100,000 TONS.

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 ADVISE CIDA ON POTASH AID PROGRAM.

Results Expected: \$10 MILLION OR APPROXIMATELY 85,000 TONS OVER 12-15 MONTH PERIOD.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 503 MANILA

Market: 431 PHILIPPINES

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) \$	270.00M	\$ 255.00M	\$ 230.00M	\$ 345.00M
Canadian Exports \$	13.00M	\$ 3.00M	\$ 0.02M	\$ 0.41M
Canadian Share of Import Market	4.80%	1.20%	0.01%	0.10%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 011 AUSTRALIA	010 %
iii) 192 PEOPLE'S REP OF CHINA	010 %
iv) 520 THAILAND	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) WHEAT	\$ 150.00 M
ii) CANOLA MEAL	\$ 70.00 M
iii) BARLEY MALT	\$ 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 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-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:

RECENT IMPORT LIBERALIZATION FOR WHEAT WILL HELP CANADIAN EXPORT
PROSPECTS.

Export and Investment Promotion Planning System

MISSION: 503 MANILA

COUNTRY: 431 PHILIPPINES

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: CONTINUE ESTABLISHING AND MAINTAINING CLOSE CONTACTS WITH FLOUR MILLERS, FEED MILLERS, SWINE AND POULTRY RAISERS, BREWERIES AND INTERNATIONAL COMMODITY TRADING HOUSES IN THE PHILIPPINES.

Results Expected: 25-50,000 TONS OF WHEAT SALES ANNUALLY.

Activity: MONITOR CANOLA FEED TRIALS.

Results Expected: GRADUAL INTRODUCTION OF CANOLA MEAL TO REPLACE SOYAMEAL.

Activity: SEND CANDIDATES (AT LEAST 2 EACH YEAR) TO CIGI COURSES.

Results Expected: FAMILIARITY WITH CANADIAN WHEAT PRODUCTS AND HANDLING AND GRADING SYSTEM.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 503 MANILA

Market: 431 PHILIPPINES

Sector: 005 COMM. & INFORM. EGP. & 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) \$	95.00M	\$ 30.00M	\$ 26.00M	\$ 560.00M
Canadian Exports \$	7.00M	\$ 0.27M	\$ 0.12M	\$ 5.70M
Canadian Share of Import Market	7.30%	0.90%	0.46%	1.03%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	045 %
ii) 265 JAPAN	027 %
iii) 577 UNITED STATES OF AMERICA	017 %
iv) 507 SWEDEN	002 %
v) 467 SINGAPORE	002 %
vi) 268 KOREA	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) SWITCHING EQUIPMENT	\$ 21.00 M
ii) LINE EQUIPMENT	\$ 0.56 M
iii) TELEPHONE APPARATUS	\$ 0.16 M
iv) MULTI-ACCESS RADIO	\$ 1.00 M
v) CONSULTING SERVICES	\$ 1.00 M
vi) EARTHSTATIONS	\$ 0.00 M
vii) TELEX & TELEGRAPH	\$ 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: PLDT X-5 5 YERA EXPANSION PROGRAM
(1986-91) INVOLVING FOREX.

Approximate Value: \$ 300 M

Financing Source: 024 BC 025 OTHER

022 OPEC/FIN

For further info. please contact:

R. MACLELLAN (EMBASSY) TLX 75-63676 OTT 613-995-7680

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.

ii) Project Name: RURAL TELECOM DEVELOPMENT FOR REGIONS 3,
4 & 5, PLUS BACKBONE EXPANS. IN SAME AREA

Approximate Value: \$ 93 M

Financing Source: 025 OTHER

For further info. please contact:

R. MACLELLAN TLX 75-63676 OTT 613-995-7680

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
- 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
- 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:

- 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: POST WILL CONTINUE TO NURTURE STRONG CADRE OF CONTACTS IN PLDT, MOTC AND PRIVATE SECTOR. WILL MONITOR AND REPORT MAJOR POLICY CHANGES. POST EXPECTS SOME INDUSTRY RESTRUCTURING.

Results Expected: POST EXPECTS TO DEVELOP & MAINTAIN HIGH PROFILE IN SECTOR RESULTING IN MORE ADVANCE INFO LEADING TO STRONGER EXPORT PERFORMANCE.

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: CO-ORDINATION WITH EXPECTED CIDA SUPPORT FOR TELECOM SECTOR.

Results Expected: SOME SHARE OF CIDA PROGRAM DEVOTED TO TELECOM SECTOR.

Activity: COMPLETE IDENTIFICATION OF CANADIAN TELECOM SUPPLY COMPANIES WHO HAVE OPPORTUNITIES IN THIS MARKET.

Results Expected: INCREASE PARTICIPATION RATE OF CDN SUPPLIERS IN THE PHILIPPINE TELECOM 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 CANADIAN CAPABILITY WITH THE GOVERNMENT-OWNED OPERATING COMPANY, BUTEL AS WELL AS TO MEET WITH SEVERAL OFFICIALS FROM SOME OF THE LARGER RURAL TELECOM COMPANIES.

Results Expected: IDENTIFY SALES OPPORTUNITIES FOR BOTH SECOND HAND (CROSS-BAR, STEP-BY-STEP) TELECOM EQUIPMENT AS WELL AS TO IMPROVE CANADIAN PROFILE IN BUTEL.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 503 MANILA

Market: 431 PHILIPPINES

Sector: 007 POWER & ENERGY EQUIP. & 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) \$	350.00M	\$ 50.00M	\$ 50.00M	\$ 400.00M
Canadian Exports \$	20.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	5.00%	0.00%	0.00%	0.00%

Major Competing Countries	Market Share
i) 265 JAPAN	040 %
ii) 026 AUSTRIA	030 %
iii) 577 UNITED STATES OF AMERICA	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) BOILERS AND RELATED EQUIPMENT	\$ 20.00 M
ii) CONSULTING & ENGINEERING SERVICES	\$ 10.00 M
iii) REHABILITATION AND SPARE PARTS	\$ 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: CALACA II POWER PLANT
Approximate Value: \$ 400 M
Financing Source: 025 OTHER
For further info. please contact:
D. BROWN(EMBASSY) TLX 75-63676 OTT 613-995-7680

ii) Project Name: THIRD POWER LOAN
Approximate Value: \$ 78 M
Financing Source: 006 ASDB
For further info. please contact:
D. BROWN (EMBASSY) TLX 75-63676 OTT 613-9957680

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: EIGHT POWER PROJECT (2X55 MW BACON-MANITO GEOTHERMAL)

Approximate Value: \$ 60 M

Financing Source: 001 IBRD

For further info. please contact:

D. BROWN (EMBASSY) TLX 75-63676 OTT 613-995-7680

iv) Project Name: PROJECT SUPERVISION CONSULTANCY

Approximate Value: \$ 2 M

Financing Source: 025 OTHER

For further info. please contact:

D. BROWN (EMBASSY) TLX 75-63676 OTT 613-995-7680

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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties 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:
STRONG COMPETITION FROM JAPAN AND OTHERS-BACKED BY CONCESSIONAL FINANCING.

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: MONITOR DEVELOPMENT OF SPECIFIC REQUIREMENTS UNDER ADB THIRD POWER LOAN TO NPC & THE EIGHTH WORLD BANK POWER LOAN FOR 2X55 M.W GEOTHERMAL PLANTS, AND REPORT TO CANADIAN EXPORTERS.

Results Expected: SEVERAL CDN COMPANIES EXPRESSED INTEREST IN ONE OR MORE ASPECTS OF LOANS. CDN SHARE COULD REACH \$5 - 10 MILLION.

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: ENCOURAGE CDN PARTNERSHIP ARRANGEMENTS WITH JAPANESE CONSORTIA FOR CALACA II COAL-FIRED THERMAL POWER PLANT AND POSSIBLY FOR BISLIG.

Results Expected: BOILER ISLAND PORTION COULD GO TO CANADA-
\$60-100 MILLION.

Activity: DETERMINATION OF POTENTIAL FOR CANADIAN CONTRACT SUPERVISION CONSULTANCY WITH NPC FOR CALACA II PLANT.

Results Expected: CANADIAN COMPANY ACTIVELY PURSUING THIS
POTENTIAL OPPORTUNITY - WORTH APPROXIMATELY
2-3 MILLION.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		

Mission: 503 MANILA

Sector: 006 ELECTRONICS EQUIP. & SERV

024 MISSION INCOMING TELECOMMUNICATIONS MISSION FROM THE PHILIPPINES		0987
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Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		

Mission: 503 MANILA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

024 MISSION INCOMING INCOMING BUYERS - SWINE BREEDING		0589
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Sector: 005 COMM. & INFORM. EQP. & SERV

020 MISSION OUTGOING TELECOMS SEMINAR & EQUIPMENT & SERVICES MISSION	MANILA	1188
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Sector: 007 POWER & ENERGY EQUIP. & SERV.

020 MISSION OUTGOING THERMAL POWER GENERATION & ELECTRICITY TRANSMIS.	MANILA	0488
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Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

020 MISSION OUTGOING LRT TECHNOLOGY, EQUIPMENT & SERVICES SEMINAR	MANILA	0688
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Sector: 011 OIL & GAS EQUIPMENT, SERVICES

024 MISSION INCOMING INCOMING BUYERS TO N. P. S.	CALGARY	0689
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Sector: 999 MULTIPLE SECTORS

020 MISSION OUTGOING ADB SEMINAR FOR REGIONAL TRADE PROGRAM MANAGERS	MANILA	1088
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Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 504 BANGKOK

Country: 520 THAILAND

DURING '85 TRADE BETWEEN THAILAND & CDA REACHED \$236 MN. HOWEVER, DUE TO COMD'TY PRICE DOWNTURNS, THAILAND HAS ENTERED A PERIOD OF DECREASING EXPORT EARNINGS. FALLING INCOME FM RICE, TAPIOCA AND TIN COUPLED WITH PROTECT'ISM & A SLUGGISH INVSTMT HAVE LED TO A BEARISH ECON. DURING '86 THAI IMPORTS DROPPED 10% & THIS HAS HAD A MULTIPLIER EFFECT ON CDN ACCESS TO THE MKTPLACE. EXPORTS FM CDA FELL DRAMATICALLY DURING THE FIRS 6 MTHS OF '86 ALTHOUGH EVIDENCE THAT TIDE IS TURNING IS AT HAND. THAI EXPORTS ARE UP 12% OVER '85 ESPECIALLY IN MFTD GOODS. THE NEW GOVT, INSTALLED IN JULY '86, HAS BENEFITTED FM LOWER OIL PRICES & IMPROVED TRADE & CURRENT AC- COUNTS. IT HAS ALSO ATTEMPTED TO SPUR THE ECON. BY LOWERING THE CEILING ON DEPOSIT & CREDIT INTEREST RATES, RESTRUCTURING TAXES & REDUCING THE PRICES OF PUBLIC UTILITIES. GNP GROWTH FOR '86 & '87 ARE PEGGED AT 4.5% & UP TO 5% RESPECTIVELY. THE TRADE DEFICIT IS DOWN TO \$1.3 BN IN COMPARISON WITH \$1.9 BN LAST YEAR & THE CUR- RENT ACCOUNT DEFICIT HAS BEEN WRESTLED TO \$50 MN AS COMPARED TO \$2 BN LAST YEAR. AS THE THAI ECON. PICKS UP, SO WILL CDN EXPORT OPPORT. THE GOVT'S PREDISPOSITION TO ECON. GROWTH MAY AFFECT THE MINISTRY OF FINANCE'S EMBARGO ON OFFSHORE LOANS BEYOND \$1 BN, OPENING THE DOOR FOR MORE CAPITAL PROJS REQUIRING COMPETITIVE FINANCING. PRIORITIES CONTINUE TO BE, APART FM STRAIGHT COMMODITY SALES THAT COMPRISE THE MAJORITY OF CDN EXPORTS TO THAILAND, TELECOMS; ELECT'Y GENERATION & TRANSMISSION EQPT & CONSULTING; OIL & GAS PROJS; MINING; & MFTG FOOD PROCESSING PCKGNG EQPT, COMPUTERS & BUSINESS EQPT, TEXTILE MACHINERY & EQPT, ELECTRONIC IND. PROD'N & TEST EQPT., AVIONICS, CHEMICAL & PETROCHEM. IND. MACH'RY WILL ALL FACE ENHANCED ACCESS IN THE MONTHS & YRS AHEAD. THE THAI SIXTH FIVE YEAR PLAN APPROVED OCT. 1, 1986 WILL PLACE EMPHASIS ON ADD- ING VALUE TO THE RESOURCE BASE WHICH WILL OPEN UP OPPORT FOR CDN EXPERTISE IN PROCESSING RAW MATERIALS. THAIS WILL FOCUS ON: CLAS- SIFICATION OF RIVER BASINS & LAND HOLDINGS; SURVEYING & EXPLORA- TION OF MINERAL RESOURCES; MINERAL RESOURCE UTILIZATION; LAND DVLPMT; IRRIGATION PROJS; REFORESTATION PROJS; THE PETRO. SECTOR; & THE DOWNSTREAM CAPITAL PROJ. ACTIVITY UNDER THE AMBITIOUS EASTERN SEABOARD PROJECT ONCE IT GETS THE GREEN LIGHT, IN THE NEW FIVE YEAR PLAN. THE KEY TO EXPORT SUCCESS WILL CONTINUE TO BE THE REQUIREMENT FOR CDNS TO APPROACH THE THAI MKTPLACE, AS IS COMMON IN MOST ASIAN ENVIRONMENTS, WITH FLEXIBILITY, PATIENCE & INNOVA'N. APART FM EXPLOITING AREAS OF COMPARATIVE ADVANTAGE, LONG TERM RE- TURNS WILL BE DERIVED FM INVSTMT IN THAILAND, JOINING WITH A THAI PARTNER, AND TRANSFERRING TECHNOLOGY. THE BENEFITS WILL INCLUDE NOT ONLY ACCESS TO THE THAI DOMESTIC MARKET BUT THE 300 MILLION STRONG ASEAN MARKET AS WELL.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. & INFORM. EQP. & SERV

REASONS: THAILAND WILL SPEND OVER \$300M ON TELECOMMUNICATIONS IN NEXT 4 YRS ALSO SEVERAL CIVILIAN AIRPORTS WILL BE UPGRADING THEIR AIR TRAFFIC CONTROL SYSTEMS

2. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: THERMAL & HYDRO GENERATING FACILITIES AS WELL AS TRANSMISSION PROJ. WILL BE SUPPORTED BY ASDB AND IBRD. CANADA IS ALREADY WELL KNOWN TO EGAT (EG. POWER BOILERS).

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

REASONS: THE BANGKOK MASS RAPID TRANSIT SYSTEM PROJECTED TO COST \$1.5B WILL GO AHEAD IN 2 TO 4 YEARS (I. E. 1988 AT EARLIEST). BANGKOK WILL BE IMPROVING ITS URBAN TRANSPORTATION CAPABILITIES (EG. BUSES).

4. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: THE O&G SECTOR WILL BE RECEIVING GENEROUS FUNDING FROM IBRD & PCIA. THERE ARE \$M WORTH OF PROJECTS IN EXPLORATION, SEISMIC DRILLING DEVL. & TRAINING TO REDUCE THAI DEPENDENCE ON IMPORTED OIL.

5. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: THE DEFENCE IMPORT BUDGET OF \$230 MILLION PER YEAR WILL SEE WINDOWS FOR CANADIAN SIMULATORS, AIRCRAFT, RPV'S, LAV-25'S, TANK RE-ENGINEING KITS AND RADIO EQUIPMENT.

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.
5. 005 COMM. & INFORM. EQP. & SERV

Export and Investment Promotion Planning System

87/88 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) \$	230.00M	\$ 220.00M	\$ 230.00M	\$ 230.00M
Canadian Exports \$	19.00M	\$ 0.00M NA	\$ 3.40M	\$ 0.00M NA
Canadian Share of Import Market	8.26%	0.00% NA	1.48%	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 237 ITALY	015 %
iii) 128 GERMANY WEST	010 %
iv) 051 UNITED KINGDOM	003 %
v) 038 BELGIUM	001 %
vi) 616 OTHER COUNTRIES	006 %

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) SIMULATORS	\$ 0.00 M
ii) RADIO/COMMUNICATIONS	\$ 210.00 M
iii) TANK RE-ENGINEING KITS	\$ 0.00 M
iv) LIGHT ARMoured VEHICLES	\$ 2.37 M
v) AIR TRAFFIC CONTROL	\$ 0.00 M
vi) UPDATE & REPAIR OF F-5	\$ 0.00 M
vii) AIRCRAFT & PARTS (TWIN OTTERS)	\$ 264.78 M
viii) EXPLOSIVES & PRIMERS	\$ 4.16 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: 504 BANGKOK

COUNTRY: 520 THAILAND

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:
U. S. FMS SALES/SUPPORT ARE A COMPETITIVE PROBLEM

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
- 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: A DEFENCE MARKET STUDY WAS CARRIED OUT IN 1986. RESULTS OF STUDY HAVE YET TO BE FULLY EXPLOITED, TIME AND RESOURCES PERMITTING.

Results Expected: RESULTS WILL BE TO BETTER FOCUS MARKETING INFORMATION AT APPROPRIATE CANADIAN SUPPLIERS

Activity: LETTES AND PERSONAL VISITS TO SENIOR THAI MILITARY OFFICIALS HAVE BEEN SENT/MADE IN SUPPORT OF CANADIAN SUPPLIERS IN THIS SECTOR. THIS MUST BE FOLLOWED-UP.

Results Expected: POSSIBLE SALES OF UP TO \$20 MILLION.

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: STEP UP CONTACT WITH MILITARY IN ORDER TO BETTER IDENTIFY THAI PROCUREMENT REQUIREMENTS.

Results Expected: FOCUS EXPORT PROMOTION EFFICIENTLY ON BEST CANADIAN SUPPLIERS TO THAI MARKET.

Activity: ENCOURAGE THAI MILITARY REPRESENTATIVES IN COOPERATION WITH LOCAL AGENTS TO BECOME MORE FAMILIAR WITH CANADIAN RADIO COMMUNICATIONS

Results Expected: SALE OF RADIO SYSTEMS.

Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

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 CANADIAN COMPANIES TO IDENTIFY MOST ATTRACTIVE FINANCING FOR THAI PURCHASE OF AIRCRAFT.

Results Expected: SALE OF AIRCRAFT.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 504 BANGKOK

Market: 520 THAILAND

Sector: 005 COMM. & INFORM. 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) \$	330.00M	\$ 320.00M	\$ 300.00M	\$ 290.00M
Canadian Exports \$	4.00M	\$ 2.50M	\$ 6.20M	\$ 2.90M
Canadian Share of Import Market	1.20%	0.80%	2.10%	1.00%

Major Competing Countries

Market Share

i) 265 JAPAN	035 %
ii) 507 SWEDEN	003 %
iii) 577 UNITED STATES OF AMERICA	005 %
iv) 051 UNITED KINGDOM	002 %
v) 467 SINGAPORE	001 %
vi) 128 GERMANY WEST	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

In Canadian \$

i) CONSULTING SERVICES	\$ 20.00 M
ii) SWITCHING EQUIPMENT	\$ 91.00 M
iii) REMOTE SENSING(EQUIPMENT AND SERVICES)	\$ 2.00 M
iv) MICROWAVE EQUIPMENT	\$ 4.00 M
v) CIVILIAN RADAR	\$ 4.00 M
vi) COMPUTER SOFTWARE	\$ 8.00 M
vii) FIBRE OPTICS	\$ 2.00 M
viii) SATELLITE EARTH STATIONS	\$ 1.30 M
ix) VIDEOTEX	\$ 0.30 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 (1987-91)
 Approximate Value: \$ 2200 M
 Financing Source: 006 ASDB 001 IBRD
 For further info. please contact:

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

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: DOMESTIC SATELLITE PROJECT

Approximate Value: \$ 140 M

Financing Source: 012 DOM

For further info. please contact:

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

iii) Project Name: PRIVATE COMMUNICATIONS NETWORK

(SRT, EGAT, PTT)

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
- 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:
COMPETITORS, PARTICULARLY JAPAN, HAVE MORE AGGRESSIVE MARKETING TECHNIQUES. SOME CANADIAN FIRMS FAIL TO APPRECIATE THE IMPORTANCE OF APPOINTING AN INFLUENTIAL AGENT.

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

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

Activity: POST FOLLOWING UP WITH VISITORS FROM TELECOMS SECTOR WHO VISITED EXPO'86 UNDER CIDA SPONSORSHIP.

Results Expected: INTRODUCTION OF NEW CANADIAN FIRMS AND TECHNOLOGIES TO THAI MARKET.

Activity: ONGOING FOLLOW-UP IN AREAS OF OPPORTUNITY AS IDENTIFIED IN 1986 CONSULTANT'S REPORT ON THAI TELECOMMUNICATIONS SECTOR.

Results Expected: INTRODUCTION OF NEW CDN TECHNOL. PARTICULARLY TO SATTE RAILWAY, ELECTRICITYGENER. AUTHORITY AND COMMUNICATIONS MINISTRIES.

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: OFFICIALS OF COMMUNICATIONS AUTHORITY OF THAILAND TO ATTEND ITU CONFERENCE IN VANCOUVER, JULY 1988. TOUR OF CANADIAN TELECOM INDUSTRY TO FOLLOW.

Results Expected: INTRODUCTION OF NEW CANADIAN FIRMS TO THAI MARKET.

Activity: MONITOR PROGRESS OF 5TH AND 6TH PROJECTS OF TELEPHONE ORGANIZATION OF THAILAND. IDENTIFY OPPORTUNITIES AND ASSESS LEVEL OF COMPETITION.

Results Expected: COMPETITIVE BIDS SUBMITTED BY ESTABLISHED FIRMS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 504 BANGKOK

Market: 520 THAILAND

Sector: 007 POWER & ENERGY EQUIP. & 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) \$	1000.00M	\$ 920.00M	\$ 914.00M	\$ 794.00M
Canadian Exports \$	40.00M	\$ 3.50M	\$ 3.31M	\$ 3.43M
Canadian Share of Import Market	4.00%	0.38%	0.36%	0.43%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	034 %
ii) 265 JAPAN	031 %
iii) 128 GERMANY WEST	003 %
iv) 051 UNITED KINGDOM	003 %
v) 616 OTHER COUNTRIES	029 %

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) POWER BOILERS	\$ 22.00 M
ii) SUB-STATION & TRANSMISSION LINE PRODUCTS	\$ 80.00 M
iii) CONSULTING SERVICES	\$ 0.00 M
iv) EQUIPMENT SALES	\$ 0.00 M
v) TECH. TRANSFER THROUGH TECH'L TRAINING PROGRAMS	\$ 0.00 M
vi) CONTRACT MAINTENANCE	\$ 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: MAE MOH UNIT 10:300 MW POWER BOILER
COAL FIRED

Approximate Value: \$ 37 M

Financing Source: 028 TO/DETER

For further info. please contact:

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

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: NAM CHERN WITH PUMP STORAGE 400 MW
 Approximate Value: \$ 60 M
 Financing Source: 028 TO/DETER
 For further info. please contact:
 N. GODFREY (613)995-7662 S. CHANTHACHAIWAT TLX: 82671

iii) Project Name: NAM PHONG THERMAL PLANT-300 MW FUELED BY
 GAS/OIL
 Approximate Value: \$ M
 Financing Source: 028 TO/DETER
 For further info. please contact:
 N. GODFREY (613)995-7662 S. CHANTHACHAIWAT TLX: 82671

iv) Project Name: KRABI HYDRO PROJECT
 Approximate Value: \$ M
 Financing Source: 028 TO/DETER
 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 CANADIAN TEND TO NEGLECT PRICING FACTOR; FOLLOW UP IS ESSENTIAL.

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

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

Activity: PREPARATION AND DISTRIBUTION OF A MARKET OPPORTUNITIES STUDY TO CANADIAN COMPANIES.

Results Expected: TO INCREASE AWARENESS IN CDA OF THIS MARKET WHERE TWO CANADIAN COMPANIES HAVE ALREADY ENJOYED REMARKABLE SUCCESSES.

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 PROCUREMENT RE MAE MOH UNIT 10 POWER BOILER.

Results Expected: FURTHER SALES OF POWER BOILERS TO EGAT.

Export and Investment Promotion Planning System

87/88 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) \$	92.00M	\$ 86.00M	\$ 278.00M	\$ 176.00M
Canadian Exports \$	15.00M	\$ 0.60M	\$ 1.30M	\$ 2.30M
Canadian Share of Import Market	16.00%	0.70%	0.47%	1.30%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 112 FRANCE	015 %
iii) 265 JAPAN	010 %
iv) 128 GERMANY WEST	010 %
v) 507 SWEDEN	003 %
vi) 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) MASS RAPID TRANSIT SYSTEM	\$ 0.00 M
ii) AIRCRAFT, PARTS AND REPAIRS	\$ 0.00 M
iii) BUS CONVERSION TO CNG	\$ 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: 023 EDC 012 DOM

028 TO/DETER

For further info. please contact:

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

Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

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:

COMPETITION IS WELL ENTRENCHED. BUSINESS APPROACH REQUIRES STRATEGIC VIEW AND LONG-TERM COMMITMENT.

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.

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

Activity: MASS RAPID TRANSIT: MINISTER OF INTERIOR HAS BEEN INVITED TO VISIT THE CANADIAN INSTALLATIONS, AT PRIVATE AND PUBLIC EXPENSE.

Results Expected: THIS MINISTER WILL BE PIVOTAL DECISION MAKER ON WHO GETS CONTRACT AWARD. ANTICIPATED IN 1988.

Activity: THE CIDA FUNDED CONVERSION OF A PILOT SET OF ENGINES HAS YET TO BE TRANSFERRED FROM CANADA TO THAILAND.

Results Expected: SUBSEQUENT SIX MONTHS OF TESTING COULD LEAD TO TECHNOLOGY AND EQUIPMENT PURCHASES.

Export and Investment Promotion Planning System

MISSION: 504 BANGKOK

COUNTRY: 520 THAILAND

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: PREPARATION OF RECOMMENDED STRATEGIC PLAN TO MAXIMIZE CANADIAN OPPORTUNITY TO LAND MASS RAPID TRANSIT PROJECT.

Results Expected: POSSIBILITY OF UP TO \$1.5 BILLION IN BUSINESS

Activity: PROVISION OF QUALIFIED ENGINEERING PERSONNEL (CIDA FUNDED IF POSSIBLE) TO EXPRESS TRANSIT AUTHORITY TO BUILD-IN AS MUCH PRO-CANADIANISM AS POSSIBLE.

Results Expected: COULD LEAD TO SPECIFICATIONS THAT FAVOUR CANADIAN SYSTEMS.

Activity: PURSUE ALL OPPORTUNITIES TO PROMOTE SALE OF CANADIAN AIRCRAFT INCLUDING PARTS AND REPAIR SERVICES.

Results Expected: SALES WORTH TOTAL OF \$50 MILLION.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 504 BANGKOK

Market: 520 THAILAND

Sector: 011 OIL & 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) \$	60.00M	\$ 80.00M	\$ 78.00M	\$ 237.00M
Canadian Exports \$	0.05M	\$ 0.05M	\$ 0.05M	\$ 0.05M
Canadian Share of Import Market	0.08%	0.06%	0.06%	0.02%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	050 %
ii) 265 JAPAN	018 %
iii) 467 SINGAPORE	016 %
iv) 051 UNITED KINGDOM	008 %
v) 616 OTHER COUNTRIES	004 %

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	\$ 8.00 M
ii) GAS TRANSMISSION EQUIPMENT & SERVICES	\$ 40.00 M
iii) EXPLORATION EQUIPMENT & SERVICES	\$ 15.00 M
iv) TRAINING SERVICES	\$ 3.00 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: DRILLING BY PCIAC IN BLOCK 21
Approximate Value: \$ 30 M
Financing Source: 025 OTHER
For further info. please contact:
N. GODFREY (613)995-7662 R. MCALPINE TLX: 82671 TH
- ii) Project Name: CONVERSION OF BUSES TO CNG
Approximate Value: \$ 100 M
Financing Source: 011 CIDA 012 DOM
For further info. please contact:
N. GODFREY (613)995-7662 R. MCALPINE TLX 82671 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.

iii) Project Name: IFI ACTIVITY THROUGH PTT

Approximate Value: \$ 50 M

Financing Source: 001 IBRD

For further info. please contact:

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

iv) Project Name: OIL DEPOT AT PHUKET

Approximate Value: \$ 100 M

Financing Source: 012 DDM

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 & 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

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: 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: PETRO CANADA INTL ASSISTANCE CORP. WORKING TO CONCLUDE TECHNICAL COOPERATION AGREEMENT WITH PETROLEUM AUTHORITY OF THAILAND.

Results Expected: MORE ACTIVE INVOLVEMENT OF PCIAAC & CANADIAN SUPPLIERS IN THAI MARKET.

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

Results Expected: CLOSER TIES TO PTIT 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, LEADING TO EVENTUAL INCREMENTAL SALES.

Activity: ASSIST WITH SET UP OF PETROLEUM INSTITUTE OF THAILAND IN CO-OPERATION WITH PCIAAC.

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: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENCE PRODUCTS MISSION TO THAILAND		0987
024 MISSION INCOMING DEFENCE TELECOMMUNICATIONS MISSION FROM THAILAN		0587
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING MEDICAL EQUIPMENT MISSION TO BANGKOK, THAILAND EDP SOFTWARE/HARDWARE SEMINAR IN THAILAND	BANGKOK BANGKOK	1287 0188
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 504 BANGKOK		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS AGROTECH '89	BANGKOK	0189
024 MISSION INCOMING LIVESTOCK BREEDING(SWINE, POULTRY)-INC. BUYERS		0588
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS DEFENCE ASIA '89	BANGKOK	0289
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS INFOTECH '89	BANGKOK	0889
020 MISSION OUTGOING TELECOMMUNICATIONS MISSION	BANGKOK	0788
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
020 MISSION OUTGOING ELECTRICAL EQUIPMENT MISSION	BANGKOK	1088
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING MASS TRANSIT MISSION	BANGKOK	0190

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 504 BANGKOK		
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS		
BUYERS TO NATIONAL PETROLEUM SHOW '88	CALGARY	0788
BUYERS TO INTERCAN SHOW '89	EDMONTON	0689
024 MISSION INCOMING		
OIL AND GAS EQUIPMENT MISSION		0390
Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.		
010 FAIRS		
INTERMACH SHOW '89	BANGKOK	0589
INTERMACH SHOW '88	BANGKOK	0588
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING		
MARKET INVESTIGATION MISSION TO LAOS/VIETNAM	LAOS/VIETNAM	1188

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 505 JAKARTA

Country: 214 INDONESIA

1986 HAS BEEN ONE OF THE MOST DIFFICULT YRS FOR THE INDONESIAN ECON. SINCE THE NEW ORDER GOVT WAS FOUNDED IN '65. THE COUNTRY IS CURRENTLY EXPERIENCING ITS LOWEST GROWTH IN TWO DECADES & BECAUSE OF PLUNGING OIL & GAS PRICES & THE SUSTAINED SLUMP IN COMMODITY PRICES, TOTAL EXPORT REVENUES HAVE BEEN SLASHED BY 30%. (SOME 90% OF INDONESIA'S EXPORTS COMPRISE COMMODITIES & OTHER RAW MATERIALS INCL. OIL & GAS). THE DECLINE OF THE U.S. \$ HAS A DETRIMENTAL IMPACT SINCE APPROX. 60% OF INDONESIA'S FOREIGN DEBTS ARE IN NON-DOLLAR DENOMINATED CURRENCIES, THUS CAUSING A SIGNIFICANT US\$4BN INCREASE IN THE COST OF SRVCG EXTERNAL DEBT. THE KEY TO INDONESIA'S WELL-BEING IN FUTURE IS TO EXPAND EXPORTS BEYOND TRAD'L COMMODITIES INCL. OIL & GAS. WITH A VIEW TO INCREASING INSTALLED IND'L CAPACITY & INVESTMENT, THE GOVT UNVEILED EARLIER THIS YEAR THE MAY 6 PACKAGE IN AN ATTEMPT TO MAKE EXPORTED END PRODS MORE COMPETITIVE & THE INVSTMT CLIMATE MORE ATTRACTIVE. ADDITIONAL SECTORS WERE ALSO OPENED UP FOR INVSTMT. WITH THE PACKAGE, THE FIRST STEPS TOWARDS DEREGULATION BEGAN. IN MID-SUMMER, STATE-RUN UTILITIES ROLLED BACK CHARGES ON FUEL, TRANSP. & ELECT. BY SEPT. IT BECAME EVIDENT THAT THE RUPIAH WAS OVER-VALUED & ON SEPT. 22, A 45% DEVALUATION OCCURED WHICH WAS DESIGNED TO EASE PRESSURES ON THE BALANCE OF PAYMENTS BY REDUCING IMPORTS & TO PROVIDE A COMPETITIVE BOOST FOR INDONESIA'S EXPORTS, THEREBY HAVING A POSITIVE IMPACT ON PRODUCTION & EMPLOYMENT. ON OCT 25, THE GOVERNMENT THEN UNVEILED A "POST-DEVALUATION PACKAGE" DESIGNED TO CUT COSTS AND INCREASE COMPETITIVENESS IN INDONESIA'S INTERNAL ECONOMY BY GRADUALLY REPLACING NON-TARIFF BARRIERS & INCREASING RELIANCE ON THE TARIFF SYSTEM. THIS SHIFT SHOULD GRADUALLY ALLOW INCREASED OPPORT FOR CDN SUPPLIERS OF RESOURCES & SEMI-FINISHED PRIMARY GOODS. THE 12 YEAR OIL PRICING CYCLE WHICH BEGAN IN LATE '73 & ENDED SO ABRUPTLY EARLY THIS YEAR HAD A SIGNIFICANT IMPACT ON INDONESIA'S ECONOMY. WHILE BUDGETS HAVE BEEN REDUCED CONSIDERABLY, THERE ARE STILL IMPORTANT SELECT OPPORTUNITIES IN THIS COUNTRY OF 165 MN, IN SUCH SECTORS AS OIL & GAS, POWER & ENERGY, TELCOMS, TRANSP. & DEFENCE. COMBINED WORLD BANKS & ADB LOAN COMMITMENTS TO INDONESIA ARE CONSIDERABLE (US\$ 1.5 BN IN '85) AND SUPPORT MAINLY AGRICULTURE, INFRASTRUCTURE DEVELOPMENT. (DAMS, ROADS, ELECTRIC POWER PROJECTS) & HUMAN RESOURCES SECTORS. ALL EXPORT CREDIT PROJECTS MUST BE BID UNDER COMPETITIVE INTERNATIONAL TENDERS UNLESS MEETING SOFT LOAN CONDITIONS OF MATURITY OF AT LEAST 25 YRS, WITH A MIN. GRACE PERIOD OF 7 YEARS & AN INTEREST RATE OF 3.5% OR LESS.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: CURRENT INSTALLED GOVT. UTILITY CAPACITY : 6000 MW AT APPROX 15% PER YR. OPPORTUNITIES FOCUSS ON CONTINUING CONTRACTS FOR THERMAL POWER STNS MINI-HYDRO & POTENTIAL CONSTRUCTION.

2. 005 COMM. & INFORM. EGP. & SERV

REASONS: INDONESIA HAS POSITIVE PERCEPTION OF CDA'S EXPERTISE IN COMMUNICATIONS SECTOR WHICH AUGURS WELL FOR MARKETING PROSPECTS FOR TELEPHONE TELEX MICROWAVE AND RAILWAY EQUIPMENT.

3. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: INDONESIA IS CENTRE OF OIL&GAS EXPLORATION AND PRODUCTION IN S. E. ASIA AND ACCORDINGLY HOLDS PROSPECTS FOR OIL&GAS EXPLORATION AND PRODUCTION EQUIPMENT.

4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: POTENTIAL SUPPLY OF CONSULTING SERVICES , RAIL AND ENGINES PROVIDING COMPETITIVE FINANCING.

5. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: INDONESIA HAS DEFENCE EQUIPMENT REQUIREMENTS IN SUCH AREAS AS COMMUN. ELECTRONICS, SURVEILLANCE, TRAINING SIMULATORS & CERTAIN ITEMS OF SPECIALISED EQUIPMENT SUCH AS BOMB DISPOSAL SUITS.

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

1. 003 GRAINS AND OILSEEDS
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 010 MINE, METAL, MINERAL PROD & SRV
4. 011 OIL & GAS EQUIPMENT, SERVICES
5. 012 PETROCHEM & CHEM PROD, EQP, SERV

Export and Investment Promotion Planning System

87/88 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 & ELECTRONIC

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 \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

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: No Export results to date

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

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
- 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:

CANADIAN CAPABILITIES IN THIS SECTOR ARE NOT KNOWN TO
DECISION MAKERS IN THIS AREA.

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:

- 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
- 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: SENSITIZE INDONESIAN AUTHORITIES TO CANADIAN DEFENCE INDUSTRY CAPABILITIES.

Results Expected: IMPROVE MARKET ACCESS FOR CANADIAN SUPPLIERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 005 COMM. & INFORM. EGP. & 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) \$	10.00M	\$ 15.00M	\$ 20.00M	\$ 0.00M
Canadian Exports \$	7.00M	\$ 9.00M	\$ 14.00M	\$ 0.00M
Canadian Share of Import Market	70.00%	70.00%	70.00%	90.00%

Major Competing Countries

Market Share

i) 112 FRANCE	015 %
ii) 577 UNITED STATES OF AMERICA	010 %
iii) 128 GERMANY WEST	005 %
iv) 075 CANADA	060 %

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) EQUIPMENT	In Canadian \$
ii) SERVICES	\$ 0.30 M
	\$ 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: TRANSMIGRATION

Approximate Value: \$ 22 M

Financing Source: 001 IBRD

For further info. please contact:

D. J. CAMERON JAKARTA TLX 73-62131 DOMCAN JKT

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 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
- 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 existence of a bilateral economic/trade arrangement between Canada and this country

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: REMOTE SENSING SEMINAR.

Results Expected: IMPROVED MARKET ACCESS

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 005 COMM. & INFORM. EQP. & 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) \$	5000.00M	\$ 5000.00M	\$ 63.32M	\$ 77.36M
Canadian Exports \$	25.00M	\$ 25.00M	\$ 2.89M	\$ 0.18M
Canadian Share of Import Market	0.50%	0.50%	4.56%	0.23%

Major Competing Countries

Market Share

i) 265 JAPAN	040 %
ii) 577 UNITED STATES OF AMERICA	010 %
iii) 128 GERMANY WEST	030 %
iv) 112 FRANCE	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) PROJECT MANAGEMENT CONSULTING	\$ 25.00 M
ii) TELECOM COMPONENTS & SWITCHING	\$ 10.00 M
iii) TELECOM TRAINING	\$ 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: 1500 LINE TELEX GATEWAY
Approximate Value: \$ 2 M
Financing Source: 001 IBRD
For further info. please contact:
D. I. MACLEOD JAKARTA TLX 73-62131 DOMCAN JKT

ii) Project Name: TOURIST DATA BANK AND TERMINALS
Approximate Value: \$ M
Financing Source: 028 TO/DETER
For further info. please contact:
D. I. MACLEOD JAKARTA TLX 73-62131 DOMCAN JKT

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: TELEPHONE EXPANSION
CONSULTING AND TRAINING
Approximate Value: \$ 200 M
Financing Source: 001 IBRD 025 OTHER
For further info. please contact:
D. I. MACLEOD JAKARTA TLX 73-62131 DOMCAN JKT

iv) Project Name: MESSAGE ACCOUNTING SYSTEM
Approximate Value: \$ 20 M
Financing Source: 001 IBRD
For further info. please contact:
D. I. MACLEOD JAKARTA TLX 73-62131 DOMCAN JKT

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
- 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:
B. ABOVE APPLIES TO EQUIPMENT.

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

Export and Investment Promotion Planning System

MISSION: 505 JAKARTA

COUNTRY: 214 INDONESIA

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

Activity: PROMOTION OF SECOND DIGITAL SWITCHING PROJECT

Results Expected: POTENTIAL FOR SUCCESS IN PROVIDING CONSULTING SERVICES.

Activity: PROMOTION OF 15,000 LINE TELEX GATEWAY.

Results Expected: POTENTIAL FOR SUCCESS IN PROVIDING EQUIPMENT.

Activity: IDENTIFY REQUIREMENTS COMPATIBLE WITH CDN SUPPLY CAPABILITY IN SPACE AND RURAL TELECOMMUNICATIONS SECTOR.

Results Expected: SALES PROSPECTS FOR EQUIPMENT, TRAINING AND CONSULTING SERVICES.

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 SENIOR PERUMTEL OFFICIAL TO CANADA.

Results Expected: GREATER AWARENESS OF CANADIAN CAPABILITIES.

Export and Investment Promotion Planning System

* 87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 007 POWER & ENERGY EQUIP. & 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) \$	200.00M	\$ 100.00M	\$ 100.00M	\$ 100.00M
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

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: 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) TURBINES	\$ 20.00 M
ii) GENERATORS (MINI-HYDRO)	\$ 20.00 M
iii) SWITCHGEAR	\$ 40.00 M
iv) ENGINEERING	\$ 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: SENTANI PROJECT
Approximate Value: \$ 85 M
Financing Source: 024 BC
For further info. please contact:
R. C. LEE JAKARTA TLX 73-62131 DOMCAN JKT

ii) Project Name: MINI-HYDRO PROJECTS 13 SITES
Approximate Value: \$ 14 M
Financing Source: 024 BC
For further info. please contact:
M. L. CLARK JAKARTA TLX 73-62131 DOMCAN JKT

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: MINI HYDRO CO-PRODUCTION
DEPT. OF COOPERATIVES

Approximate Value: \$ 12 M

Financing Source: 024 BC

For further info. please contact:

M. L. CLARK JAKARTA TLX 73-62131 DOMCAN JKT

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

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

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: MISSION IS WORKING WITH CONSULTING ENGINEERING FIRM WHO IS ENDEAVORING TO PUT TOGETHER A FINANCING PACKAGE FOR THE SENTANI PROJECT.

Results Expected: \$85 MILLION

Activity: MISSION IS WORKING WITH CONSULTING ENGINEERING COMPANY ON FINANCING PACKAGE FOR 13 MINI HYDRO SITES.

Results Expected: \$26 MILLION.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 007 POWER & ENERGY EQUIP. & 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) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	24.00M	\$ 12.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 128 GERMANY WEST	000 %
iii) 112 FRANCE	000 %
iv) 265 JAPAN	000 %
v) 237 ITALY	050 %

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) NUCLEAR RESEARCH LAB PHASE II	\$ 12.00 M
ii) NUCLEAR RESEARCH LAB PHASE III	\$ 40.00 M
iii) CONSULTING:NUCLEAR POWER PLANT SITE INVESTIGATION	\$ 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: BID FOR FIRST INDONESIAN NUCLEAR
POWER PLANT
Approximate Value: \$ 1000 M
Financing Source: 023 EDC 025 OTHER
For further info. please contact:
R. C. LEE JAKARTA TLX 73-62131 DOMCAN JKT
- ii) Project Name: PHASE III NUCLEAR RESEARCH LAB
Approximate Value: \$ 40 M
Financing Source: 023 EDC
For further info. please contact:
R. C. LEE JAKARTA TLX 73-62131 DOMCAN JKT

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:

- 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
- 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 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: ASSISTANCE TO AECL IN MARKETING PHASE III LAB.

Results Expected: \$ 40 MILLION.

Activity: ONGOING ASSISTANCE TO AECL IN THE PROMOTION OF THE CANDU NUCLEAR REACTOR #1.

Results Expected: \$ 1 BILLION.

Export and Investment Promotion Planning System

87/88 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) \$	200.00M	\$ 110.00M	\$ 55.00M	\$ 192.00M
Canadian Exports \$	20.00M	\$ 33.00M	\$ 5.00M	\$ 22.00M
Canadian Share of Import Market	10.00%	30.00%	9.00%	9.00%

Major Competing Countries

Market Share

i) 265 JAPAN	040 %
ii) 051 UNITED KINGDOM	020 %
iii) 577 UNITED STATES OF AMERICA	010 %
iv) 026 AUSTRIA	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) LOCOMOTIVES	\$ 30.00 M
ii) RAIL CARS	\$ 40.00 M
iii) SIGNALLING/COMMUNICATIONS	\$ 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: BUKIT ASAM RAILWAY EXPANSION (SIGNALLING TURDOUTS, CARS, LOCOMOTIVES)

Approximate Value: \$ 61 M

Financing Source: 024 BC

For further info. please contact:

OTT(613)995-7659 M.L. CLARK JKTA TLX73-62131

ii) Project Name: OMBILIN-PADANG RAILWAY RENOVATION

Approximate Value: \$ 82 M

Financing Source: 024 BC

For further info. please contact:

OTT(613)995-7659 M.L. CLARK JKTA TLX 73-62131

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: N. SUMATRA RR COMMUNICATIONS
SIGNALLING

Approximate Value: \$ 21 M

Financing Source: 024 BC

For further info. please contact:

OTT(613)995-7659 M.L. CLARK JKTA TLX73-62131

iv) Project Name: JAVA REGION COMMUNICATIONS/SIGNALLING

Approximate Value: \$ 100 M

Financing Source: 024 BC

For further info. please contact:

OTT(613)995-7659 M.L. CLARK JKATA TLX 73-62131

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 pricing
- non competitive financing from Canada
- other factor(s) described by the Trade Office as follows:
JAPAN AND U.K. ARE PROVIDING SIGNIFICANT VOLUMES OF 3 1/2% 7 YEAR GRACE 25 YEAR TERM FINANCING WITH ASSISTANCE FROM CANADA'S ODA PROGRAM.

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 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: EMBASSY IS PRESSING GOVERNMENT OF INDONESIA TO MAKE A DECISION ON ADDITIONNAL LOCOMOTIVES AND COAL CARS.

Results Expected: \$38 MILLION.

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: VISIT PADANG AREA TO REVIEW PROGRESS ON OMBILIN COAL MINE EXPANSION AND RELATED RAILWAY EXPANSION.

Results Expected: POTENTIAL FOR CANADA TO FINANCE UP TO \$120 MIL PROJECT.

Activity: PREPARE REPORT ON PLANS FOR URBAN RAIL TRANSPORTATION SECTOR WITH OFFICIALS OF PJKA, DEPT OF COMMUNICATIONS, DKI JAKARTA.

Results Expected: POTENTIAL SALE OF URBAN RAIL TRANSPORTATION SYSTEM (\$80 MIL).

Export and Investment Promotion Planning System

87/88 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 NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	030 %
ii) 577 UNITED STATES OF AMERICA	030 %
iii) 112 FRANCE	020 %
iv) 128 GERMANY WEST	010 %
v) 499 SPAIN	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) AIRCRAFT ENGINES	\$ 25.00 M
ii) SPECIALIZED AIRCRAFT	\$ 25.00 M
iii) 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

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:

THERE ARE SEVERE RESTRICTIONS ON IMPORTATION OF AIRFRAMES. BEST MARKET PROSPECTS ARE COMPONENTS, SPECIFICALLY ENGINES.

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:

- 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
- 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: ASSISTANCE IN THE PROMOTION OF ADDITIONAL SALES FOR 76,PT6T-3B TWIN PAC ENGINES.

Results Expected: ONGOING SUPPLY.

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 CO-PRODUCTION OF WATER BOMBERS.

Results Expected: MAY BE LIMITED BECAUSE OF POSSIBLE TRANSALL CONVERSIONS FOR WATER-BOMBER ROLE.

Activity: PROMOTION OF CANADAIR CL601 CHALLENGER

Results Expected: INDETERMINATE.

Activity: IDENTIFY POTENTIAL AREAS FOR COLLABORATION.

Results Expected: EQUIPMENT SALES/JOINT VENTURE/LICENSING ARRANGEMENTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 505 JAKARTA

Market: 214 INDONESIA

Sector: 011 OIL & GAS EQUIPMENT, SERVICES

Subsector: 116 MACHINERY AND EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	160.00M	\$ 180.00M	\$ 210.00M	\$ 240.00M
Canadian Exports \$	8.00M	\$ 3.00M	\$ 6.00M	\$ 8.00M
Canadian Share of Import Market	5.00%	1.60%	2.80%	3.30%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA,	045 %
ii) 265 JAPAN	030 %
iii) 467 SINGAPORE	010 %
iv) 051 UNITED KINGDOM	005 %
v) 112 FRANCE	005 %
vi) 075 CANADA	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 In Canadian \$
i) PUMPS/VALVES/COMPRESSORS	\$ 50.00 M
ii) INSTRUMENTATION EQUIPMENT	\$ 10.00 M
iii) SERVICES	\$ 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: LNG AS ALTERNATIVE SOURCE OF ENERGY FOR VEHICLES

Approximate Value: \$ M

Financing Source: 028 TO/DETER

For further info. please contact:

D. J. CAMERON JAKARTA TLX73-62131 DOMCAN JKT

ii) Project Name: CITY GAS DISTRIBUTION PROJECT (EQUIPMENT SUPPLY ONLY)

Approximate Value: \$ 110 M

Financing Source: 001 IBRD

For further info. please contact:

D. J. CAMERON JAKARTA TLX 73-62131

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

PREFERENCE IS GIVEN TO LOCALLY MANUFACTURED PRODUCTS AND WE ENCOURAGE LOCAL JOINT-VENTURE ARRANGEMENTS TO OVERCOME THIS.

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
- 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: MARKET IDENTIFICATION/OPPORTUNITY REPORT.

Results Expected: IDENTIFY MARKET OPPORTUNITIES.

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: 007 POWER & ENERGY EQUIP. & SERV.

010 FAIRS INDO ENERGY '87 -JAKARTA	JAKARTA	0787
024 MISSION INCOMING NUCLEAR POWER MISSION		0687

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		

Mission: 505 JAKARTA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

010 FAIRS PACKAGING & FOOD PROCESSING INDONESIA	JAKARTA	0988
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Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

020 MISSION OUTGOING DEFENCE MISSION	JAKARTA/BANDUNG	0489
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024 MISSION INCOMING DEFENCE MISSION		0488
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Sector: 005 COMM. & INFORM. EQP. & SERV

010 FAIRS COMMUNICATIONS INDONESIA	JAKARTA	0290
COMMUNICATIONS INDONESIA	JAKARTA	0289
INTERTELEC '88	JAKARTA	0488

Sector: 006 ELECTRONICS EQUIP. & SERV

010 FAIRS COMPUTER INDONESIA	JAKARTA	1089
COMPUTER INDONESIA	JAKARTA	1088

Sector: 007 POWER & ENERGY EQUIP. & SERV.

010 FAIRS ELECTRIC INDONESIA	JAKARTA	1188
INDO ENERGY	505	0789
ELECTRIC INDONESIA	JAKARTA	1189

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 505 JAKARTA		
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
024 MISSION INCOMING NUCLEAR MISSION		0588
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS INTRANSPD '88	JAKARTA	0888
024 MISSION INCOMING RAILWAY TRANSPORTATION		1088
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS MINING INDONESIA	JAKARTA	0588

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 506 SHANGHAI

Country: 192 PEOPLE'S REP OF CHINA

THE GREATER SHANGHAI ECON. ZONE (INCL. FUJIAN PROV.) RECORDED IMPRESSIVE GROWTH IN IND'L OUTPUT FOR THE FIRST NINE MTHS OF '86, UP 8.1% OVER THE SAME PERIOD LAST YEAR, & EXCEEDING THE 6.4% GROWTH RECORDED BY THE NATION AS A WHOLE. RELATIVELY UNDERDEVELOPED ANHUI PROV. RECORDED SPECTACULAR 30.2% GROWTH, WHILE JIANGSU, WHICH LED THE NATION IN OUTPUT IN '85, GREW BY 10.1%. GROWTH IN SHANGHAI, HOWEVER, CONTINUED TO BE SLOW, WITH THE CITY RECORDING A 2.5% INCREASE. TWO REGIONS WITHIN THE POST TERRITORY SHOW PARTICULAR POTENTIAL: THE SOUTH. JIANGSU REGION, INCL. SUZHOU CITY, WHICH LAST YEAR CLIMBED TO THE 4TH SPOT IN IND'L PRODUCTION AMONG CHINA'S MAJOR CITIES, AND NINGBO (ZHEJIANG PROV.) WHICH IS HOME TO PROMISING ECON. DVLPMNT ZONE AND A NEARBY HARBOUR, BEILUNGANG, THAT COULD SUITABLY SERVE THE ENTIRE EAST CHINA REGION. SHANGHAI'S RECENT SLUMP CAN BE ATTRIBUTED TO A CONSELLATION OF FACTORS, AMONG THEM THE FACT THAT UNTIL RECENTLY MUCH OF ITS REVENUES WERE DIVERTED TO OTHER REGIONS FOR REDVLPMT; A MAJOR DECLINE IN ITS ENTREPOT ROLE WITH THE COMMENCEMENT OF DIRECT EXPORTING BY YANGTZE RIVER CITIES LIKE NANJING, WUHAN & CHONGQING; AND A RAPIDLY AGING INFRASTRUCTURE, WITH SOME 70% OF IND'L EQUIPMENT DATING TO THE 1960'S AND EARLIER. THERE ARE IMPORTANT SIGNS OF RECOVERY HOWEVER. GROWTH FOR SEPT. IN SHANGHAI WAS UP 5.2% OVER A YEAR EARLIER. THIS PACE WILL LIKELY CONTINUE AS INVESTMENT IN FIXED ASSETS (FOR WHICH EXPENDITURES OF 30 BN YUAN ARE TARGETTED FOR THE 7TH 5-YEAR PLAN PERIOD) GAINS MOMENTUM. IMPRESSIVE INDUSTRIAL RENEWAL PLANS CALL FOR CONSTRUCTION OF HIGH TECH., FOREIGN TRADE & TOURISM DISTRICTS; ACQUISITION OF HIGH TECH. PROD'N EQUIPMENT; AND MAJOR INFRASTRUCTURE PROJECTS INCLUDING PORT DVLPMNT, POLLUTION CONTROL, A SUBWAY, AIRPORT EXPANSION, BRIDGES AND TUNNELS. WHILE MAJOR FOREIGN EXCHANGE CONSTRAINTS REMAIN, THE CITY HAS GAINED NEW FINANCIAL FLEXIBILITY. RECENT DVLPMNTS HAVE INCLUDED DECISIONS TO ALLOW SHANGHAI TO RETAIN MORE OF ITS REVENUES FOR LOCAL PROJECTS AND TO GO ABROAD FOR A PORTION OF ITS FINANCING REQUIREMENTS. THE SECOND HALF OF 1986 ALSO BROUGHT THE APPEARANCE OF NEW (AI JIAN FINANCE) OR LONG-DORMANT (THE COMMUNICATIONS BANK) LOCALLY-BASED FINANCIAL INSTITUTIONS TO ADD DEPTH AND BREADTH TO THE REGION'S FINANCING CAPABILITY. OUR PROLIFERATING LINKS WITH THE REGION, INCLUDING TWINNING RELATIONSHIPS BETWEEN SHANGHAI AND MONTREAL, JIANGSU AND ONTARIO, AND SUZHOU AND VICTORIA, PLUS THE INTRODUCTION OF DIRECT CANADIAN PACIFIC AIRLINE SERVICE, HAVE HELPED CREATE A FOCUS ON CANADA. SECTORS OF PARTICULAR MARKET POTENTIAL INCLUDE THE INFRASTRUCTURE PROJECTS LISTED ABOVE, PRODUCTION EQUIPMENT AND INSTRUMENTATION, FOOD PROCESSING EQUIPMENT, AND DIARY CATTLE. THE REGION WILL ALSO CONTINUE TO SERVE AS A MAJOR ENTRY POINT FOR CANADIAN GRAINS, FOREST PRODUCTS, CHEMICALS, METALS AND MINERALS.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: RISING INCOMES BOOST DEMAND FOR DAIRY PRODUCTS AND POULTRY. PORT AND INDUSTRIAL RENEWAL PLANS CALL FOR UPGRADING IN FOOD HANDLING, PROCESSING.

2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: SHANGHAI MAJOR PROJECT PLANS CALL FOR SUBWAY, PORT AND AIRPORT CONSTRUCTION, NEW BRIDGES AND TUNNELS, AND POLLUTION CONTROL.

3. 006 ELECTRONICS EQUIP. & SERV

REASONS: INDUSTRIAL RENEWAL PLANS WILL REQUIRE INSTALLATION OF ELECTRONIC CONTROL SYSTEMS. PORT AND ENVIRONMENTAL PROJECTS ALSO CREATE DEMAND FOR MEASURING AND CONTROLLING DEVICE.

4. 016 INDUSTRIAL MACHIN. PLANTS, SERV.

REASONS: AGING FACTORIES IN SHANGHAI REQUIRE NEW EQUIPMENT TO REMAIN COMPETITIVE. NEW INDUSTRIAL ZONES IN SHANGHAI, SOUTHERN JIANGSU AND NORTHERN ZHEJIANG REQUIRE PRODUCTION EQUIPMENT.

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

87/88 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 & FOOD PRODUCTS & 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) \$	600.00M	\$ 550.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	24.00M	\$ 19.25M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	4.00%	3.50%	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	018 %
ii) 011 AUSTRALIA	015 %
iii) 128 GERMANY WEST	000 %
iv) 093 DENMARK	000 %
v) 237 ITALY	000 %
vi) 051 UNITED KINGDOM	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) DAIRY CATTLE	\$ 4.00 M
ii) FOOD HANDLING/PROCESSING EQUIPMENT	\$ 5.00 M
iii) AGRICULTURAL EQUIPMENT	\$ 10.00 M
iv) POULTRY BREEDING STOCK/EQUIPMENT	\$ 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: JIANGXI RED SOILS PROJECT
Approximate Value: \$ 66 M
Financing Source: 001 IBRD
For further info. please contact:

D. MULRONEY CDN CONS. GENERAL SHANGHAI TLX: 33608

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).

- 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
- non competitive financing from Canada
- 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

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: CONSULTATIONS WITH VISITING AGRICOTT OFFICIALS ON CHINA MARKETING PROGRAM.

Results Expected: FULL INTERGRATION OF NEW SHANGHAI CONSULATE GENERAL IN CHINA AG MARKETING PROGRAM.

Export and Investment Promotion Planning System

87/88 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. & 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) \$	110.00M	\$ 90.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	070 %
ii) 577 UNITED STATES OF AMERICA	010 %
iii) 128 GERMANY WEST	008 %
iv) 051 UNITED KINGDOM	004 %
v) 354 NETHERLANDS	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) PROCESS CONTROLS	\$ 20.00 M
ii) POLLUTION DETECTION EQUIPMENT	\$ 15.00 M
iii) NAVIGATION 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:
D. MULRONEY CDN CONS. TLX: 33608 M. NEPINAK 6139929332

ii) Project Name: VESSEL TRAFFIC MANAGEMENT SYSTEM
Approximate Value: \$ 10 M
Financing Source: 012 DOM
For further info. please contact:
D. MULRONEY CDN CONS. TLX: 33608 M. NEPINAK 6139929332

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: WATER POLLUTION REMOTE SENSING

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

A. R. HARLEY CCC OTTAWA TLX: 053-4359

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: INSTRUMENTATION MARKET SURVEY

Results Expected: COMPREHENSIVE MARKET PLAN

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: IMPLEMENTATION OF MARKET PLAN

Results Expected: MARKET Foothold

Export and Investment Promotion Planning System

87/88 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) \$	150.00M	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	5.00M	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	3.30%	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	025 %
ii) 128 GERMANY WEST	010 %
iii) 577 UNITED STATES OF AMERICA	030 %
iv) 051 UNITED KINGDOM	008 %

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) AIRCRAFT	\$ 0.00 M
ii) URBAN TRANSIT SYSTEM	\$ 0.00 M
iii) PORT DEVELOPMENT SERVICES	\$ 0.00 M
iv) AIRPORT TERMINAL EQUIPMENT	\$ 0.00 M
v) URBAN TRANSIT ROLLING STOCK	\$ 0.00 M
vi) VTMS	\$ 0.00 M
vii) AIRCRAFT MAINTENANCE EQUIPMENT	\$ 0.00 M
viii) BRIDGE CONSTRUCTION	\$ 0.00 M
ix) SELF-UNLOADING SERVICES	\$ 0.00 M
x) SHIPBUILDING 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: SUBWAY CONSTRUCTION SHANGHAI
Approximate Value: \$ M
Financing Source: 012 DOM 023 EDC
For further info. please contact:
C. SARRAZIN SHANGHAI POST TLX: 33608

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.

ii) Project Name: AIRPORT EXPANSION SHANGHAI
 Approximate Value: \$ M
 Financing Source: 012 DOM 023 EDC
 For further info. please contact:
 C. SARRAZIN SHANGHAI POST TLX: 33608

iii) Project Name: PORT DEVELOPMENT SHANGHAI
 Approximate Value: \$ M
 Financing Source: 012 DOM 023 EDC
 For further info. please contact:
 C. SARRAZIN SHANGHAI POST TLX: 33608

iv) Project Name: HUANGPU BRIDGE CONSTRUCTION SHANGHAI
 Approximate Value: \$ M
 Financing Source: 012 DOM 023 EDC
 For further info. please contact:
 C. SARRAZIN SHANGHAI POST TLX: 33608

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 pricing
- non competitive financing from Canada
- 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

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: ASSESSMENT BY POST OF PORT DEVELOPMENT. POTENTIAL IN YANGTZE DELTA AREAS.

Results Expected: DEVELOP INFORMATION BASE ON OPPORTUNITIES IDENTIFY CONTACTS.

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: DISSEMINATION OF INFORMATION ON PORT DEVELOPMENT TO CDN FIRMS.

Results Expected: INITIAL INROADS INTO MARKET POTENTIAL.

Activity: MAJOR THRUST TO PROMOTE CDN AIRPORT EQUIPMENT IN ZHEJIANG PROVINCE.

Results Expected: EQUIPMENT FOR NEW PROVINCIAL AIRLINE TO BE SOURCED IN CDA.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 506 SHANGHAI

Market: 192 PEOPLE'S REP OF CHINA

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) \$	140.00M	\$ 125.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	6.00M	\$ 2.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	4.30%	1.60%	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	040 %
ii) 051 UNITED KINGDOM	010 %
iii) 577 UNITED STATES OF AMERICA	020 %
iv) 128 GERMANY WEST	015 %

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) MANUFACTURING	\$ 40.00 M
ii) MATERIAL HANDLING EQUIPMENT	\$ 25.00 M
iii) MANAGEMENT/TRAINING	\$ 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 MACHINE TOOLS
Approximate Value: \$ 230 M
Financing Source: 012 DOM 001 IBRD
For further info. please contact:
CHRISTIAN SARRAZIN TLX 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 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 apparent limited sectoral capability in Canada compared to other competing export countries
- 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: ASSESSMENT AND REPORT ON MAJOR SHANGHAI MACHINE TOOLS WORLD BANK PROJECT.

Results Expected: ASSESS MARKET POTENTIAL AND APPRISE CDN SUPPLIERS OR LATTER.

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 CDN SUPPLIERS IN BIDDING PROCESS ON ABOVE WORLD BANK PROJECT.

Results Expected: SALES OF EQUIPMENT.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 506 SHANGHAI		
Sector: 006 ELECTRONICS EQUIP. & SERV		
024 MISSION INCOMING INSTRUMENTATION MISSION		0687
Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.		
010 FAIRS CHINA PORTEX '87	SHANGHAI	0987
024 MISSION INCOMING URBAN DEVELOPMENT MISSION		1187
Sector: 009 FOREST PRODUCTS, EQUIP. SERVICES		
020 MISSION OUTGOING FOREST PRODUCTS SEMINAR	NANJING	0587
Sector: 999 MULTIPLE SECTORS		
024 MISSION INCOMING SHANGHAI LEADERS' MISSION		0087

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 510 PEKING

Country: 192 PEOPLE'S REP OF CHINA

CHINA'S SEVENTH FIVE YEAR PLAN (1986-1990) CALLS FOR COMPREHENSIVE REFORMS OF THE ECON. STRUCTURE, TO MAINTAIN ECON. GROWTH, TO TECHNOLOGICALLY TRANSFORM ENTERPRISES, TO IMPLEMENT KEY PROJECTS, AND EMPHASIZING EXPORTS & IMPORT SUBSTITUTION. DECENTRALIZATION DURING '84-85 LED TO UNCONTROLLED IMPORTS & A SEVERE DEPLETION OF FOREIGN EXCHANGE RESERVES, NECESSITATING A DRAWING BACK FM DECENTRALIZATION. ELECTRIC POWER, TRANSP. CAPACITY, RESOURCE DEV. & COMMUNICATIONS ARE DEFICIENT, & REMAIN CHINA'S PRIORITIES FOR DVLPMT. NOTWITHSTANDING A SEVERE LOSS IN FOREIGN EXCHANGE BROUGHT ABOUT BY THE FALL IN OIL PRICES, (27% OF CHINA'S '85 EXPORT EARNINGS), CHINA ACTUALLY INCREASED EXPORTS BY 14% IN '86 WHILE IMPORTS INCREASED BY 4%. FOREIGN EXCHANGE RESERVES REMAIN AT ABOUT US\$10 BN WHILE THE PROJECTED TRADE DEFICIT FOR '86 IS ESTIMATED AT \$12-14 BN US. TIGHT FOREIGN EXCHANGE CONTROLS WILL REMAIN THROUGH '87. CHINA'S EXPORT WEAKNESS RESULTS FM A DEPENDENCE ON AGRI. PRODS, TEXTILES & RESOURCES. TO RAISE EXPORTS IT MUST MODERNIZE 400,000 FACTORIES & FUNDAMENTALLY RESTRUCTURE ITS MNGMNT & BUSINESS METHODS. CHINA CLD DRASTICALLY REDUCE ITS IMPORTS TO ATTAIN A FOREIGN TRADE BALANCE BUT THIS PROCESS WLD CONFLICT WITH ITS AMBITIOUS MODERNIZATION PROGRAM, & ITS INTENTION TO REJOIN G. A. T. T. CHINA MUST INCREASE ITS FOREIGN EXCHANGE THROUGH INCREASED AID & CONCESSIONARY FINANCING, TOURISM, CAPITAL MKT TRANSACT'N & FOREIGN INVSTMT. EMPHASIS ON BARTER & COUNTERTRADE IS ALSO A PRIORITY. FOREIGN INVSTMNT WAS OFF 20% IN '86 DUE TO INSUFFICIENT INCENTIVES FOR FOREIGN INVESTORS & DIFFICULTIES BEING EXPERIENCED BY CURRENT OPERATING JOINT VENTURES. NEW REGULATIONS FOR PROMOTING FOREIGN INVSTMNT IN EXPORT ORIENTED, IMPORT SUBSTITUTION OR HIGH TECH. INTRODUCTION VENTURES IN OCT. '86, BUT MAY FALL SHORT OF SOLVING PROBLEMS. FOREIGN LOANS FOR FIRST SIX MTHS OF '86 WERE US\$2.5 BN. FURTHER BORROWINGS AT A RATE IN EXCESS OF US\$5-7 BN PER YEAR ARE POSSIBLE. WORLD BANK HAS AN ACTIVE \$3 BILLION PROGRAM IN CHINA, AND THE ASIAN DEVELOPMENT BANK HAS ESTABLISHED A MODEST PRESENCE. PERMISSION HAS BEEN GRANTED FOR SOME PROVINCES AND CITIES (DALIAN, SHANGHAI AND TIANJIN) TO RAISE FUNDS THROUGH BOND ISSUES. CHINA WILL SPEND OVER US\$3 BN TO RENOVATE & UPGRADE SMALL & MEDIUM PLANTS & WILL IMPORT SOME "3000 ITEMS OF TECH." IN THE NEXT FIVE YEARS. THEIR FOCUS IS ON ENERGY SAVING AND QUALITY IMPROVEMENT WITH PARTICULAR EMPHASIS ON ELECTRONICS, TEXTILES, FOOD PROCESSING, CHEMICAL, PHARMACEUTICAL AND BUILDING MATERIALS INDUSTRIES. MAJOR INFRASTRUCTURE DEVELOPMENT WILL REQUIRE IMPORTS OF FOREIGN GOODS IN THE ENERGY, RESOURCES DEVELOPMENT, TRANSPORTATION AND COMMUNICATION SECTORS, ALL AREAS OF CANADIAN EXPERTISE.

Export and Investment Promotion Planning System

REPT: SYN-GED 87/88 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. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: PRC PRIME GOVT PRIORITY. ACTIVE DEV. OF POWER PLANTS AND OIL & GAS. SIMILARITIES IN CLIMATE EXTRACTION TECHNIQUES. CDN CONCESSION FINANCING, A POSSIBILITY.

2. 005 COMM. & INFORM. EGP. & SERV

REASONS: PRC GOVT PRIORITY. FOREIGN EXCHANGE AVAILABLE. AREA OF CDN EXPERTISE & COMPETITIVENESS. ESTABLISHED CDN FIRMS IN MKT. SIMILAR CONDITIONS RE LONG DIST. COMMUN'NS, WHICH MAKES CDN TECH. RELEVANT. CIDA PROGS RELATE.

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

REASONS: EXPANDING AIRCRAFT/RAIL/ROAD/WATER INFRASTRUCTURE. IDENTIFIABLE MKT FOR STOL AIRCRAFT, NAV AIDS, PORT DEV., EXEC. AIRCRAFT, AC ENGINES, RAIL SRVCS & COMMUNICATIONS EQPT. ESTABLISHED CDN MKT SUCCESS. CIDA PRIORITY FOCUS

4. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: 4TH PRC PRIORITY. CDN AG COMMODITIES SUCH AS POTASH, WHEAT, OIL SEED, TECH., MACHINERY & BREEDING LIVESTOCK ARE VERY QUALITY & PRICE COMPETITIVE. SECTOR HAS ACTIVE CDN SUPPORT FM JAC/AG CDA.

5. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: DEMAND WILL REMAIN STRONG FOR MANY YRS. CDN SUPPLIERS OF LUMBER, PULP & NEWSPRINT KNOW THE MKT & ARE COMPETITIVE. WITH HELP OF CONCESSIONAL FINANCING, CDN COS CAN GET INVOLVED IN EXPANSION OR UPGRADING MILLS.

6. 010 MINE, METAL, MINERAL PROD & SRV

REASONS: CLOSE CORRELATION BETWEEN CHINA'S PRIORITIES & CDN CAPABILITIES IN FIELD, SIMILARITIES IN CLIMATE, TOPOGRAPHY & EXTRACTION TECHNIQUES, CDN FIRMS ALREADY SUCCESSFUL IN MKT WHICH WILL CREATE OPENINGS.

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. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 005 COMM. & INFORM. EGP. & SERV
5. 007 POWER & ENERGY EQUIP. & SERV.
6. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Export and Investment Promotion Planning System

87/88 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 & FOOD PRODUCTS & 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) \$	2500.00M	\$ 2400.00M	\$ 2000.00M	\$ 2000.00M
Canadian Exports \$	85.00M	\$ 80.00M	\$ 46.00M	\$ 80.00M
Canadian Share of Import Market	3.40%	3.30%	2.30%	4.00%

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) POTASH	\$ 30.00 M
ii) FARM EQUIPMENT (INCLUDING FEED MILLS)	\$ 20.00 M
iii) CHEMICAL FERTILIZERS	\$ 10.00 M
iv) HIDES	\$ 6.00 M
v) TALLOW	\$ 5.00 M
vi) BREEDING LIVESTOCK	\$ 2.00 M
vii) SEEDS FOR SOWING	\$ 25.00 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

Approximate Value: \$ 5 M

Financing Source: 001 IBRD

For further info. please contact:

S. CHINA-C. DESLOGES, CON. GENERAL TLX#73391 DOMCA HX

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 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
- 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:
SUBSIDIZED EXPORTS FROM OTHER COUNTRIES IN SOME SECTORS. LACK OF FOREIGN EXCHANGE ALLOCATED TO THE PRODUCT. CDN EXPORTERS NOT READY 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
- 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

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: JOINT AGRICULTURAL COMMITTEE.

Results Expected: -SUPPORT AG RESEARCH IN CDA. -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

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: ANIMAL HEALTH DISCUSSION.

Results Expected: REDUCE ANIMAL HEALTH TECHNICAL BARRIERS.
ONCE REMOVED, THEN SALES POTENTIAL ENHANCED.

Activity: PLANT PHYTOSANITARY DISCUSSIONS.

Results Expected: CREATE CONDITIONS FOR NEW PLANT EXPORTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 002 FISHERIES, SEA 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) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 6.89M
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.02M
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00%

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 609 EUROPEAN COMMON MARKET C	000 %
iii) 068 CHILE	000 %

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) BULK FISH FOR PROCESSING/RE-EXPORT	\$ 0.00 M
ii) OFF-SHORE EQUIPMENT	\$ 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
- 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:

- 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:
CHINA DOES NOT IMPORT FISH AS SUCH, BUT GOOD POTENTIAL MKT FOR BULK IMPORTS OF CERTAIN SPECIES FOR PROCESSING AND RE-EXPORT. ALSO, AS CHINA BUILDS A DEEP-SEA FISHING CAPABILITY, MARKETS FOR TECHNOLOGY WILL DEVELOP.

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:

- 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: JOINT VENTURE IN GUANGDONG TO IMPORT CANADIAN CAPELIN IN BULK, PROCESS AND RE-EXPORT TO S.E. ASIA MARKETS.

Results Expected: NEW MARKETS FOR CANADIAN MALE CAPELIN.

Activity: CPPF FISH PROJECT IN DALIAN.

Results Expected: SALES OF CDN ENGINEERING SERVICES.

Activity: SEVERAL JOINT-VENTURE DISCUSSIONS RE CANADIAN INVESTMENT IN CHINESE FISHERY PROJECTS.

Results Expected: NO IMMEDIATE TRADE PROSPECTS . STILL AT DISCUSSION STAGE.

Export and Investment Promotion Planning System

87/88 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) \$	1200.00M	\$ 1200.00M	\$ 1100.00M	\$ 1300.00M
Canadian Exports \$	500.00M	\$ 500.00M	\$ 445.60M	\$ 602.60M
Canadian Share of Import Market	42.00%	42.00%	41.00%	46.00%

Major Competing Countries

Market Share

i) 011 AUSTRALIA	038 %
ii) 577 UNITED STATES OF AMERICA	009 %
iii) 001 ARGENTINA	007 %
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	\$ 479.00 M
ii) BARLEY	\$ 10.80 M
iii) WHEAT FLOUR	\$ 10.00 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:

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

SALES ARE ABOUT WHERE EXPECTED CONSIDERING MARKET CONDITIONS/
DOMESTIC PRODUCTION.

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:

- 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 existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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: CHINESE STUDENTS TO ATTEND COURSES AT CANADIAN INTERNATIONAL GRAINS INSTITUTE.

Results Expected: EXPAND KNOWLEDGE OF CANADIAN GRAINS AMONG DECISION MAKERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

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) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	1.00M	\$ 0.50M	\$ 0.20M	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 051 UNITED KINGDOM	000 %
iii) 112 FRANCE	000 %
iv) 128 GERMANY WEST	000 %

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) AIR NAVIGATION SYSTEMS	\$ 0.00 M
ii) MARINE METERS	\$ 0.00 M
iii) HELICOPTER HAUL DOWN SYSTEMS	\$ 0.00 M
iv) SAESAT TERMINALS	\$ 0.00 M
v) TACTICAL SIGNAL SIMULATIONS	\$ 0.00 M
vi) COASTAL PATROL AIRCRAFT	\$ 0.00 M
vii) TACTICAL RADIOS	\$ 0.00 M
viii) MARINE TOWING SYSTEMS	\$ 0.00 M
ix) SMALL UNDERWATER VEHICLES	\$ 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

Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

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
- 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.

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: THIS IS A NEW MARKET SECTOR FOR CANADA. CONTACTS MADE DURING ASIINDEX '86 WILL BE FOLLOWED UP.

Results Expected: SLOW GROWTH OF EXPORTS, BUILD UP OF NETWORK OF AUTHORITIES.

Export and Investment Promotion Planning System

87/88 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. & INFORM. EGP. & 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) \$	1000.00M	\$ 600.00M	\$ 2000.00M	\$ 500.00M
Canadian Exports \$	25.00M	\$ 20.00M	\$ 20.00M	\$ 15.00M
Canadian Share of Import Market	2.50%	3.30%	1.00%	3.00%

Major Competing Countries	Market Share
i) 265 JAPAN	077 %
ii) 577 UNITED STATES OF AMERICA	005 %
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 COMMUNICATIONS	\$ 0.00 M
iii) MOBILE COMMUNICATIONS	\$ 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: PORTS DEVELOPMENTS
Approximate Value: \$ 10. M
Financing Source: 012 DOM 028 TO/DETER
For further info. please contact:
G. E. BENSON TLX#22717 CANAD CN

ii) Project Name: MOBILE NETWORKS FOR MINISTRIES, PROVINCES
AND MUNICIPALITIES
Approximate Value: \$ 100. M
Financing Source: 012 DOM
For further info. please contact:
G. E. BENSON TLX#22717 CANAD CN

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:

- 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
- 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.

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: MASS MAILING OF MANDARIN TELECOM BROCHURES TO CONTACTS FROM EXPOCOM.

Results Expected: MAXIMIZE CHINESE FAMILIARITY WITH CANADIAN TELECOM CAPABILITIES.

Activity: VISITS TO REGIONAL TELECOM CENTRES, WHERE REQUIRED IN SUPPORT OF COMPANY INITIATIVES OR INDEPENDENTLY TO MEET RESEARCH INSTITUTE/ MUNICIPAL AND PROVINCIAL AUTHORITIES.

Results Expected: FIRST HAND KNOWLEDGE OF NEGOT'G ENVIRONMENT.
-INFLUENCE TELECOM AUTHORITIES TO CONSIDER CDN EGPT. & SRVCS. GATHER PLANNING INFO. TO MATCH WITH CDN CAPABILITIES.

Export and Investment Promotion Planning System

87/88 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. & INFORM. EGP. & SERV

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	250.00M	\$ 1000.00M	\$ 400.00M	\$ 0.00M NA
Canadian Exports \$	10.00M	\$ 5.00M	\$ 5.00M	\$ 5.00M
Canadian Share of Import Market	4.00%	0.50%	1.25%	0.00% NA

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: 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) INDUSTRIAL MICROCOMPUTER (SEMI-TECH MICROELECT.)	\$ 0.00 M
ii) WORD-PROCESSING SYSTEMS (INT'L GEOSYSTEMS)	\$ 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 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
- 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. D. CHINESE MARKET NOT READY FOR EDUCATIONAL SOFTWARE, CONVERSION TO CHINESE LANGUAGE FREQUENTLY NECESSARY.

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:

- 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

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

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 006 ELECTRONICS EQUIP. & 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) \$	400.00M	\$ 350.00M	\$ 300.00M	\$ 250.00M
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	050 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 609 EUROPEAN COMMON MARKET C	020 %

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) PROCESS INSTRUMENTATION	\$ 0.00 M
ii) ENVIRONMENTAL	\$ 0.00 M
iii) HYDROGRAPHIC	\$ 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 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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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:

- 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: SHANGHAI CONSULATE MARKET STUDY RESULTS WILL BE USED AS TEST OF USEFULNESS IN IDENTIFYING FUNDED OPPORTUNITIES IN THIS SECTOR.

Results Expected: PROJECT/FUNDING INFO FOR COMPANIES ESPECIALLY THOSE WHO PARTICIPATED IN THE 1986 INSTRUMENTATION MISSION.

Export and Investment Promotion Planning System

87/88 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 & ENERGY EQUIP. & 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) \$	400.00M	\$ 200.00M	\$ 150.00M	\$ 0.00M NA
Canadian Exports \$	20.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M NA
Canadian Share of Import Market	5.00%	0.00%	0.00%	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 237 ITALY	000 %

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) ENGINEERING SERVICES	\$ 0.00 M
ii) TURBINES	\$ 0.00 M
iii) GENERATORS	\$ 0.00 M
iv) CONTROL 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: GEHE YAN HYDROELECTRIC
Approximate Value: \$ M
Financing Source: 028 TO/DETER
For further info. please contact:
D. HORLEY (613)992-6129 J. M. DUVAL TLX#22717

ii) Project Name: THREE GORGES
Approximate Value: \$ 1000 M
Financing Source: 001 IBRD 027 BILATERAL
028 TO/DETER
For further info. please contact:
D. HORLEY (613)992-6129 J. M. DUVAL TLX#22717

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: DONGJIANG

Approximate Value: \$ M

Financing Source: Q28 TO/DETER

For further info. please contact:

D. HORLEY (613)992-6129 J. M. DUVAL TLX#22717

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
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
HIGH LEVEL OF PROTECTED DOMESTIC PROCUREMENT FOR ELECTRIC MECHANICAL EQUIPMENT.

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: DETERMINE CHINESE INTENTIONS RE KEY HYDRO DEVELOPMENTS AND PRIORIZE THEM.

Results Expected: ABILITY TO RE-FOCUS ON HIGH PRIORITY HYDRO OPPORTUNITIES.

Export and Investment Promotion Planning System

87/88 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 & ENERGY EQUIP. & 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) \$	900.00M	\$ 600.00M	\$ 250.00M	\$ 0.00M
Canadian Exports \$	200.00M	\$ 200.00M	\$ 20.00M	\$ 0.00M
Canadian Share of Import Market	22.22%	33.33%	8.00%	0.00%

Major Competing Countries	Market Share
i) 553 UNION OF SOVIET SOC REP	030 %
ii) 265 JAPAN	010 %
iii) 088 CZECHOSLOVAKIA	010 %
iv) 237 ITALY	007 %
v) 577 UNITED STATES OF AMERICA	005 %
vi) 112 FRANCE	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) COMPLETE PLANTS	\$ 0.00 M
ii) STEAM BOILERS	\$ 0.00 M
iii) BALANCE OF PLANT	\$ 0.00 M
iv) TURBINE/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: SHANGHAI SUPER THERMAL (2X600)
Approximate Value: \$ 150 M
Financing Source: 028 TO/DETER
For further info. please contact:
D. HORLEY TLX#22717 J. M. DUVAL (613)992-6129

ii) Project Name: DEZHOU (2X350)
Approximate Value: \$ 100 M
Financing Source: 028 TO/DETER
For further info. please contact:
D. HORLEY TLX#22717 J. M. DUVAL (613)992-6129

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: LUO HUANG

Approximate Value: \$ 100 M

Financing Source: 028 TO/DETER

For further info. please contact:

D. HORLEY TLX#22717 J. M. DUVAL (613)992-6129

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 pricing
- other factor(s) described by the Trade Office as follows:
CERTAIN BIDS ARE IN PLAY AT PRESENT WHICH CAN HAVE VERY SUBSTANTIAL POSITIVE EFFECT IF SUCCESSFUL. HOWEVER, AN EXPECTED THERMAL PLANT MAY NOT MATERIALIZE AS SOON AS FORESEEN.

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
- 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: BIDS ON BOILER ISLANDS FOR THREE MAJOR THERMAL PLANTS (LUO HUANG, DEZHOU, SHIDOU KOU).

Results Expected: CANADA SHOULD WIN AT LEAST ONE.

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: EXPLORE AND IDENTIFY WHICH IS THE NEXT TRANCHE OF THERMAL PLANTS, AND SEEK A COMMITMENT FOR A NEGOTIATED CONTRACT.

Results Expected: POSITION CANADIAN SUPPLIERS FOR THE NEXT ROUND OF THERMAL GENERATING CONSTRUCTION.

Export and Investment Promotion Planning System

87/88 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 & ENERGY EQUIP. & 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) \$	500.00M	\$ 100.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	2.00M	\$ 0.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.40%	0.00%	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 112 FRANCE	050 %
ii) 051 UNITED KINGDOM	040 %
iii) 577 UNITED STATES OF AMERICA	005 %
iv) 128 GERMANY WEST	005 %

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

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) SLOWPOKE REACTOR	\$ 0.00 M
ii) CONSULTING SERVICES	\$ 1.00 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
- 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
- the unsuitability of Canadian products for this market
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

THE SLOWPOKE REACTOR COULD HAVE A WIDE-USE FOR DISTRICT HEATING IN CHINA. THE PROBLEM IS TO DEMONSTRATE ITS COST EFFECTIVENESS IN FACE OF CHEAP COAL AND TO FIND FINANCING (HARD CURRENCY) FOR A DEMONSTRATION UNIT.

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:

- 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: SUPPORT AECL'S ACTIVITIES IN PROMOTION OF SLOWPOKE REACTOR.

Results Expected: AGREEMENT ON BUILDING OF DEMONSTRATION UNIT IN QIQIHAR (HEILONGJIANG).

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 ESTABLISH NUCLEAR CO-OPERATION AGREEMENT.

Results Expected: PAVE THE WAY FOR FUTURE TECHNOLOGY SALES.

Export and Investment Promotion Planning System

87/88 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 & ENERGY EQUIP. & 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) \$	120.00M	\$ 120.00M	\$ 150.00M	\$ 0.00M
Canadian Exports \$	7.00M	\$ 5.00M	\$ 15.00M	\$ 0.00M
Canadian Share of Import Market	6.00%	4.17%	10.00%	0.00%

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 609 EUROPEAN COMMON MARKET C	000 %
iii) 612 SCANDINAVIA	000 %
iv) 577 UNITED STATES OF AMERICA	000 %

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) LINE STRINGING	\$ 0.00 M
ii) TRANSFORMERS	\$ 0.00 M
iii) EHVDC CONSULTING	\$ 0.00 M
iv) EHVDC 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: GRID EXPANSIONS, UPGRADING AND INTER-CONNECTIONS (VARIOUS)

Approximate Value: \$ M

Financing Source: 028 TO/DETER

For further info. please contact:

D. HORLEY/CANADIAN EMBASSY TLX#22717

ii) Project Name: HONSHUI RIVER-GUANGZHOU POWER INTER-CONNECT

Approximate Value: \$ 100 M

Financing Source: 028 TO/DETER

For further info. please contact:

D. HORLEY TLX#22717

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).

- 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
- 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
- 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: CLARIFY MORE PRECISELY THE PRIORITIES AND TIMING OF CHINESE EXPANSION PROJECTS.

Results Expected: BETTER POSITION CANADIAN FIRMS FOR BIDDING SUCCESS.

Export and Investment Promotion Planning System

87/88 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: 082 URBAN TRANSIT

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) 112 FRANCE | 000 % |
| ii) 265 JAPAN | 000 % |

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) BI-LEVEL COMMUTER CARS	\$ 0.00 M
ii) URBAN TRANSIT MANAGEMENT	\$ 0.00 M
iii) URBAN TRANSIT SIGNALLING AND COMMUNICATIONS	\$ 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 EXPANSION
Approximate Value: \$ 250 M
Financing Source: 028 TO/DETER
For further info. please contact:
T. GREENBERG/M. NEPINAK TLX#22717 CANAD CN

- ii) Project Name: GUANZHOU LRT PROJECT
Approximate Value: \$ M
Financing Source: 028 TO/DETER
For further info. please contact:
T. GREENBERG/M. NEPINAK TLX#22717 CANAD CN

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: CHONGGING LRT PROJECT
Approximate Value: \$ M
Financing Source: 028 TO/DETER
For further info. please contact:
T. GREENBERG/M. NEPINAK TLX#22717 CANAD CN

iv) Project Name: SHANGHAI LRT PROJECT
Approximate Value: \$ M
Financing Source: 028 TO/DETER
For further info. please contact:
T. GREENBERG/M. NEPINAK TLX#22717 CANAD CN

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
- 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:
PRC WISH TECHNOLOGY AND JV INVESTMENT.

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: CPPF STUDY OF BEIJING SUBWAY EXTENSION.

Results Expected: TO POSITION CANADIAN FIRM FOR FUTURE WORK ON THIS PROJECT.

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: WILL CONDUCT SERIES OF MEETINGS WITH APPROPRIATE OFFICIALS TO CLARIFY MARKET POTENTIAL.

Results Expected: TO BE IN BETTER POSITION TO DEVELOP PLAN OF ACTION.

Export and Investment Promotion Planning System

87/88 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: 083 MARINE INDUSTRIES

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	\$ 896.00M	\$ 1110.00M
Canadian Exports \$	2.00M	\$ 1.00M	\$ 1.00M	\$ 1.50M
Canadian Share of Import Market	0.29%	0.13%	0.11%	0.14%

Major Competing Countries

Market Share

- | | |
|----------------------------------|-------|
| i) 265 JAPAN | 080 % |
| ii) 577 UNITED STATES OF AMERICA | 015 % |

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) VTM SYSTEMS	\$ 15.00 M
ii) SELF-UNLOADING VESSELS	\$ 0.00 M
iii) HARBOUR EQUIPMENT	\$ 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: SHANGHAI VTMS
 Approximate Value: \$ 5 M
 Financing Source: 028 TD/DETER
 For further info. please contact:
 CONS. GN C. SARRAZIN TLX#33608 T. GREENBERG TLX22717.

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

Export and Investment Promotion Planning System

MISSION: 510 PEKING

COUNTRY: 192 PEOPLE'S REP OF CHINA

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
- 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.

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 TO INVESTIGATE VESSEL TRAFFIC MANAGEMENT ASPECTS OF CHINA'S PORT EXPANSION PROGRAM.

Results Expected: TO PREPARE INFORMATION FOR POSSIBLE MISSION IN LATE 1987.

Export and Investment Promotion Planning System

87/88 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: 084 RAIL

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	\$ 350.00M	\$ 320.00M
Canadian Exports \$	2.00M	\$ 1.00M	\$ 1.00M	\$ 1.00M
Canadian Share of Import Market	0.50%	0.29%	0.29%	0.31%

Major Competing Countries

Market Share

i) 265 JAPAN	030 %
ii) 577 UNITED STATES OF AMERICA	020 %
iii) 128 GERMANY WEST	020 %
iv) 112 FRANCE	020 %
v) 123 EAST GERMANY	000 %

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) SIGNALLING SYSTEMS \$ 60.00 M
ii) RAIL VEHICLES \$ 600.00 M
iii) RAILWAY MANAGEMENT \$ 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: RAILWAY UPGRADE PROGRAM (7TH 5 YEAR PLAN)

Approximate Value: \$ 400 M

Financing Source: 028 TO/DETER

For further info. please contact:

T. GREENBERG/M. NEP INAK TLX#22717

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- non competitive financing from Canada
- non-tariff protectionist measures which are difficult to overcome
- 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:

- the presence of CIDA programs which have opened the market to Canadian companies
- 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: PREPARE REPORT ON RAILWAY SIGNALLING OPPORTUNITIES.

Results Expected: TO PUBLICIZE OPPORTUNITIES TO CANADIAN FIRMS.

Activity: DEVELOP CLOSER RELATIONS WITH KEY OFFICIALS IN MINISTRY OF RAILWAYS.

Results Expected: TO OBTAIN MORE TIMELY AND APPROPRIATE INFORMATION.

Export and Investment Promotion Planning System

87/88 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: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	400.00M	\$ 380.00M	\$ 330.00M	\$ 370.00M
Canadian Exports \$	40.00M	\$ 70.00M	\$ 1.00M	\$ 15.00M
Canadian Share of Import Market	10.00%	18.00%	0.30%	4.05%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 051 UNITED KINGDOM	025 %
iii) 112 FRANCE	015 %

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	\$ 800.00 M
ii) AIRCRAFT ENGINES	\$ 300.00 M
iii) AIR TRAFFIC CONTROL RADAR	\$ 50.00 M
iv) AIR NAVIGATION AIDS	\$ 25.00 M
v) AIR COMMUNICATION SYSTEMS	\$ 25.00 M
vi) FLIGHT SIMULATORS	\$ 50.00 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 FOR NEW REGIONAL AIRLINE

Approximate Value: \$ 60 M

Financing Source: 024 BC

For further info. please contact:

T. GREENBERG/M. NEPINAK TLX#22717

ii) Project Name: AIR TRAFFIC CONTROL UPGRADE GUANGZHOU AND SHANGHAI

Approximate Value: \$ 30 M

Financing Source: 012 DOM

For further info. please contact:

T. GREENBERG/M. NEPINAK TLX#22717

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: FLIGHT TRAINING CENTRE (737'S)

Approximate Value: \$ 15 M

Financing Source: 023 EDC

For further info. please contact:

T. GREENBERG/M. NEPINAK TLX#22717

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
- 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
- participation in trade fairs
- 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.

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 TO CIVIL AVIATION MISSION PLANNED FOR FEBRUARY 1987.

Results Expected: BREAK INTO AIR TRAFFIC CONTROL MARKET.

Activity: PREPARE DETAILED REPORT ON AIR TRAFFIC OPPORTUNITIES IN CHINA.

Results Expected: PUBLICIZE OPPORTUNITIES TO CANADIAN FIRMS.

Export and Investment Promotion Planning System

87/88 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) \$	600.00M	\$ 525.00M	\$ 625.00M	\$ 750.00M
Canadian Exports \$	60.00M	\$ 42.00M	\$ 56.00M	\$ 91.00M
Canadian Share of Import Market	10.00%	8.00%	9.00%	12.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 192 PEOPLE'S REP OF CHINA	030 %
iii) 553 UNION OF SOVIET SOC REP	015 %
iv) 616 OTHER COUNTRIES	007 %

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) TIMBER	\$ 30.00 M
ii) LUMBER	\$ 25.00 M
iii) FORESTRY EQUIPMENT AND MACHINERY	\$ 4.00 M
iv) FOREST MANAGEMENT	\$ 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: WORLD BANK - FORESTRY DEVELOPMENT PROJECT.

Approximate Value: \$ 25 M

Financing Source: 001 IBRD 002 IDA

For further info. please contact:

G. SAINT-JACQUES, TLX: 22717 CANAD CN

ii) Project Name: CIDA- FORESTRY DEVELOPMENT PROJECT

Approximate Value: \$ 10 M

Financing Source: 011 CIDA

For further info. please contact:

D. HENDERSON TLX#22717

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
- 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:
MKT PROSPECTS STILL UNEXPLORED FOR FORESTRY MACHINERY & EQUIP.
THIS IS DUE TO A LACK OF KNOWLEDGE OF THE MARKET AND RELUCTANCE TO TRANSFER 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
- 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
- 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: PROVIDE SUPPORT TO COFI'S EFFORTS IN CHINA, ESPECIALLY THEIR FARMHOUSE DEMONSTRATION PROJECT IN SHANGHAI.

Results Expected: INCREASE AWARENESS OF ADVANTAGES OR USE OF LUMBER IN HOUSE CONSTRUCTION.

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: PURSUE DISCUSSION WITH CHINESE AUTHORITIES TO ESTABLISH THE WOOD PRODUCTS COMMITTEE.

Results Expected: IMPROVED INFORMATION FLOW & AWARENESS IN CHINA OF CANADIAN 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: INCREASE CONTACTS WITH THE MINISTRY OF FORESTRY, THE NATIONAL TIMBER IMPORT & EXPORT CORP., THE MINISTRY OF BUILDING MATERIALS INDUSTRY, ETC. TO FIND OUT CHINA NEEDS AND REGULATIONS ON THE USE OF LUMBER.

Results Expected: INCREASE SALES OF LUMBER. BETTER DEFINITION OF MARKET POTENTIAL.

Activity: GATHER INFORMATION ON OUR COMPETITORS AND INFORM CANADIAN COMPANIES.

Results Expected: INCREASE KNOWLEDGE OF PRODUCT SECTOR TO FOCUS CANADIAN EFFORTS WITH VIEW TO INCREASING LONGER PORTION OF MARKET.

Activity: INVESTIGATE WHICH MACHINERY & FOREST EQUIPMENT CHINA REQUIRES.

Results Expected: FOCUSED PROMOTION OF COMPETITIVE MACHINERY.

Export and Investment Promotion Planning System

87/88 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: 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) \$	500.00M	\$ 470.00M	\$ 600.00M	\$ 430.00M
Canadian Exports \$	150.00M	\$ 140.00M	\$ 180.00M	\$ 107.00M
Canadian Share of Import Market	30.00%	30.00%	30.00%	25.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 507 SWEDEN	015 %
iii) 265 JAPAN	005 %
iv) 616 OTHER COUNTRIES	010 %

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) WOOD PULP \$ 75.00 M
ii) NEWSPRINT \$ 55.00 M
iii) PAPER & BOARD \$ 20.00 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 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

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:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- 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

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: REINFORCE CANADA'S IMAGE AS A SECURE, RELIABLE AND COMPETITIVE SOURCE OF PULP & PAPER THROUGH CONTACTS WITH THE MINISTRY OF LIGHT INDUSTRY AND IMPORT CORPORATIONS.

Results Expected: MAINTAIN AND INCREASE OUR SHARE OF THE MARKET

Export and Investment Promotion Planning System

87/88 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: 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	\$ 20.00M	\$ 16.00M	\$ 13.00M
Canadian Exports \$	25.00M	\$ 2.00M	\$ 1.00M	\$ 0.00M
Canadian Share of Import Market	40.00%	10.00%	6.00%	0.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 507 SWEDEN	012 %
iii) 265 JAPAN	008 %
iv) 504 FINLAND	007 %
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) PULP & PAPER EQUIPMENT & MACHINERY	\$ 20.00 M
ii) PULP & PAPER CONSULTING SERVICES	\$ 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: CHONGQING YUZHOU PULP & PAPER MILL
Approximate Value: \$ 30 M
Financing Source: 028 TO/DETER
For further info. please contact:
G. SAINT-JACQUES TLX#22717

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).

- 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:
WITH THE RECENT SIGNATURE OF THE CONCESSIONAL FACILITY AGREEMENT,
IT SHOULD BE POSSIBLE FOR CANADIAN FIRMS TO BE ASSOCIATED WITH
THE EXPANSION AND/OR RENOVATION OF PULP & PAPER PLANTS.

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
- 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 CANADIAN COMPANIES PURSUING MAJOR PULP & PAPER PRODUCTS.

Results Expected: TO OBTAIN CONSULTING CONTRACTS, TECHNOLOGY TRANSFER CONTRACTS AND EQUIPMENT 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: PUBLICIZE CANADIAN TECHNOLOGICAL CAPABILITIES AND EQUIPMENT IN THE PULP & PAPER INDUSTRY THROUGH CLOSE CONTACTS WITH THE MINISTRY OF LIGHT INDUSTRY.

Results Expected: CANADIAN SUPPLIERS OF PAPER MACHINERY COULD BE SHORT-LISTED FOR SOME PROJECTS. INCREASED USE OF CONSULTING FIRMS.

Export and Investment Promotion Planning System

87/88 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 & 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) \$	6000.00M	\$ 6000.00M	\$ 6000.00M	\$ 0.00M NA
Canadian Exports \$	0.00M NA	\$ 250.00M	\$ 330.00M	\$ 343.00M
Canadian Share of Import Market	0.00% NA	4.00%	5.00%	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 047 BRAZIL	000 %
iv) 011 AUSTRALIA	000 %
v) 605 ASIA OR FAR EAST	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) COPPER	\$ 0.00 M
ii) ZINC	\$ 0.00 M
iii) SPECIALTY SERVICES	\$ 0.00 M
iv) POTASH	\$ 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 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
- other factor(s) described by the Trade Office as follows:
TRANSPORTATION COSTS VERY HIGH. CHINA'S TENDENCY TO PURCHASE ON SPOT MARKET. LITTLE MARKET DEVELOPMENT ACTIVITY. 1986 SALES ON STEEL INCREASED BY NON-FERROUS DECLINED (CHINA STOCKPILING LARGE QUANTITIES NON-FERROUS PRODUCTS DOMESTICALLY PRODUCED).

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:

- 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

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: MKT RESEARCH BY POST & LIAISON WITH EMR TO DETERMINE NATURE AND EXTENT OF DOMESTIC PRODUCTION, COMPETITION AND SALES PATTERNS. ESTABLISH COMMUNICATIONS WITH COS INVOLVED IN MINERAL SALES.

Results Expected: IMPROVE AWARENESS CANADA SIDE. IMPROVE AWARENESS CHINESE SIDE. DEVELOP MARKETING STRATEGY

Export and Investment Promotion Planning System

87/88 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 & 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) \$	0.00M NA	\$ 100.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	20.00M	\$ 7.00M	\$ 25.00M	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	7.00%	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 128 GERMANY WEST	000 %
ii) 265 JAPAN	000 %
iii) 577 UNITED STATES OF AMERICA	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) MINING (OPEN PIT TRANSPORT EQUIPMENT)	\$ 0.00 M
ii) MINING ENGINEERING SERVICES	\$ 0.00 M
iii) TUNNELLING & DRILLING EQUIPMENT	\$ 0.00 M
iv) METAL PROCESSING EQUIPMENT	\$ 0.00 M
v) SMELTER EXPANSION MODERNIZATION ENGINEERING SRVCS.	\$ 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: TIANJIN COPPER SMELTER
Approximate Value: \$ 200 M
Financing Source: 028 TO/DETER
For further info. please contact:
P. FILTEAU EMBASSY TLX#22717
- ii) Project Name: DAYE SMELTER UPGRADING
Approximate Value: \$ M
Financing Source: 012 DOM 028 TO/DETER
For further info. please contact:
P. FILTEAU EMBASSY TLX#22717

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: PINGSHUO MINE COAL
Approximate Value: \$ 50 M
Financing Source: 028 TO/DETER
For further info. please contact:
P. FILTEAU EMBASSY TLX#22717

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 pricing
- 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:

- 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
- 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:

- sourcing assistance from Canadian federal/provincial governments departments

Export and Investment Promotion Planning System

87/88 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 & 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) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	75.00M	\$ 65.00M	\$ 60.00M	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 265 JAPAN	000 %
iii) 051 UNITED KINGDOM	000 %
iv) 410 NORWAY	000 %
v) 112 FRANCE	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) SPECIALISED DRILLING EQUIPMENT	\$ 0.00 M
iii) NATURAL GAS PRODUCTION EQUIPMENT	\$ 0.00 M
iv) NATURAL GAS PROCESSING	\$ 0.00 M
v) NATURAL GAS - PROCESS ENGINEERING SERVICES	\$ 0.00 M
vi) RESERVOIR ENGINEERING	\$ 0.00 M
vii) PIPELINE ENGINEERING	\$ 0.00 M
viii) USED PETROLEUM REFINERIES	\$ 0.00 M
ix) COLD WEATHER - 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: HAINAN ISLAND (ARCO) GAS PROJECT
Approximate Value: \$ 250 M
Financing Source: 001 IBRD 028 TO/DETER
For further info. please contact:
COMM FOR CDA HKONG/DESLOGES TLX#802-73391

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: LIAOHE SHENYANG HEAVY OIL PROJECT PHASE
II - ENGINEERING - EQUIPMENT

Approximate Value: \$ 200 M
Financing Source: 027 BILATER
For further info. please contact:
P. CALVERT BEIJING TLX#22717

iii) Project Name: LIAOHE WB HEAVY OIL PROJECT PHASE II

Approximate Value: \$ 200 M
Financing Source: 001 IBRD
For further info. please contact:
P. CALVERT BEIJING TLX#22717

iv) Project Name: KARAMAY OILFIELD PROJECT - PHASE II

Approximate Value: \$ 100 M
Financing Source: 001 IBRD 028 TO/DETER
For further info. please contact:
P. CLAVERT BEIJING TLX#22717

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
- 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 &
LACK OF ADHERENCE TO WORLD BANK REGULATIONS FOR BID CALLS.

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

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.

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: IDENTIFICATION OF EQUIPMENT REQUIREMENTS FOR UPCOMING WORLD BANK PROJECTS AND EARLY IDENTIFICATION TO KEY CONTACTS IN CHINA.

Results Expected: EARLIER ACCESS TO INFORMATION, MORE CONTACTS TO INCREASE CANADIAN EXPOSURE TO CHINESE SIDE AND PARTICIPATION IN WORLD BANK TENDERS.

Activity: AS FOLLOW UP TO HEAVY OIL MISSION, IDENTIFICATION OF SURFACE FACILITIES REQUIREMENTS AND PROMOTION OF CANADIAN CAPABILITIES BASED ON FEEDBACK FROM CHINESES.

Results Expected: MORE DEFINED MARKET EXPOSURE FOR CANADIAN EQUIPMENT & ENGINEERING FIRMS.

Activity: CLARIFICATION OF CHINESE INTEREST IN NON-CONVENTIONAL DRILLING; THEIR INTENDED APPLICATION AND PURCHASE PLANS.

Results Expected: SUPPORT AND EXPANSION OF COMPANY INITIATIVES IN SLANT/DIRECTIONAL DRILLING DEVELOPMENT OF MARKETING PLAN APPROPRIATE FOR CHINESE NEEDS.

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: EXPLORATION OF CHINESE REQUIREMENTS IN EXPLORATION, DEVELOPMENTS AND USE OF NATURAL GAS AND PLANS FOR DEVELOPMENT OF RESOURCES - TO INCLUDE MUNICIPAL DISTRIBUTION.

Results Expected: IDENTIFICATION OF SUITABLE CANADIAN PARTNERS; PERHAPS LEADING TO MISSION.

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: FURTHER EXPLORATION OF CHINESE PLANS AND REQUIREMENTS FOR "HITECH" APPLICATIONS IN OIL PATCH, ESPECIALLY AUTOMATION, AND COMMUNICATION SYSTEMS IN OILFIELD.

Results Expected: INCREASE EXPOSURE OF CANADIAN COMPANIES AND BRING IN CHINESE CONTACTS. PERHAPS LEADING TO MINI-SHOW.

Activity: IN ACCORDANCE WITH CHINA'S PLANS TO INCREASE PRODUCTION TO 200 MILLION TONNES/YR BY 2000, IDENTIFY PRIORITY ACTIVITIES IN NEW CONSTRUCTION AND MODERNISATION OF EXISTING FACILITIES.

Results Expected: TARGET CANADIAN SUPPLIERS TO AREAS OF STRENGTH AND INTEREST ON PART OF CHINESE.

Export and Investment Promotion Planning System

87/88 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 & 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) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	90.00M	\$ 90.00M	\$ 100.00M	\$ 0.00M
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	025 %
ii) 265 JAPAN	025 %
iii) 609 EUROPEAN COMMON MARKET C	030 %
iv) 616 OTHER COUNTRIES	010 %

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) POLYETHYLENE RESINS	\$ 0.00 M
ii) CHEMICAL ALCOHOLS	\$ 0.00 M
iii) SYNTHETIC RUBBER	\$ 0.00 M
iv) POTASSIUM CHLORIDE (MURIATE)	\$ 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
- 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: 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:

- 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: VISIT EXISTING JOINT VENTURE PRODUCTION FACILITIES.

Results Expected: TO HEIGHTEN PRESTIGE OF EXISTING CANADIAN SUPPLIERS AND INVESTMENT PARTNERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 141 PHARMCEUTICALS & BIOTECHNOLOGY

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 \$	5.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 512 SWITZERLAND	000 %
iii) 112 FRANCE	000 %
iv) 128 GERMANY WEST	000 %
v) 038 BELGIUM	000 %

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) VACCINE PRODUCTION TECHNOLOGY & SERVICES	\$ 0.00 M
ii) BLOOD PLASMA PRODUCTION SERVICES & TECHNOLOGY	\$ 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: POLIO VACCINE PROJECT (MINISTRY OF
PUBLIC HEALTH)

Approximate Value: \$ 15 M

Financing Source: 002 IDA 012 DOM

For further info. please contact:
BEIJING/D. BISHOP TLX#22717

ii) Project Name: DPT/MEASLES VACCINE PROJECT (MINISTRY OF
PUBLIC HEALTH)

Approximate Value: \$ 40 M

Financing Source: 002 IDA 012 DOM

For further info. please contact:
BEIJING/D. BISHOP TLX#22717

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: CHENGDU BIOLOGICAL PRODUCTS RESEARCH
INSTITUTE: BLOOD FRACTIONATION PLANT
Approximate Value: \$ 13 M
Financing Source: 012 DOM
For further info. please contact:
BEIJING/D. BISHOP TLX#22717

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 competitive pricing
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

MANY CANADIAN FIRMS ARE SUBSIDIARIES OF FOREIGN 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
- 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: FAMILIARIZATION VISITS TO PROVINCES & MUNICIPALITIES WHERE MAJOR PROJECTS HAVE BEEN ANNOUNCED & WHERE CANADIAN FIRMS ARE COMPETITORS.

Results Expected: INFLUENCE DECISION-MAKERS; SUPPORT CDN FIRMS ALREADY ACTIVE IN THE MKT. TO DEVELOP LINKS WHICH WOULD HELP PROVIDE CDN COMPETITORS WITH PRIVILEGED INFORMATION.

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: VISITS TO PROVINCES AND MUNICIPALITIES WHICH ARE CENTRE FOR THE PREPARATION OF BIOLOGICAL PRODUCTS AND PHARMACEUTICALS.

Results Expected: INCREASE ACCESS TO SOURCES OF INFO IN PROV'L CENTRES. HEIGHTEN CANADA'S PROFILE AS A POTENTIAL SOURCE OF EQUIPMENT & TECHNOLOGY IN BIOLOGICALS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

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) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	3.00M	\$ 2.00M	\$ 1.20M	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 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: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) INSULATION MATERIAL TECH.	\$ 0.00 M
ii) P.V.C. PIPE PRODUCTION TECH.	\$ 0.00 M
iii) PREFABRICATED BUILDING MATERIALS TECHNOLOGY	\$ 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 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
- 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:

CHINA IS AN IMPORTER OF BUILDING MATERIALS PRODUCTION EQUIPMENT

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:

- 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: LIAISON VISITS TO PRODUCTION CENTRES IN THE THREE NORTHERN PROVINCES WHERE CLIMATIC CONDITIONS ARE SIMILAR TO THOSE IN CANADA.

Results Expected: INCREASE ACCESS TO SOURCES OF INFO. ON PROV'L LEVEL PROJS. HEIGHTEN CDA'S PROFILE AS A SOURCE OF APPROPRIATE TECH. TO SUPPORT CDN FIRMS ALREADY ACTIVE IN THE MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 161 MANUFACT & MATERIAL PLANT, EGP.

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 \$	25.00M	\$ 3.00M	\$ 2.00M	\$ 0.00M
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 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: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) GRINDING WHEEL EQUIPMENT AND TECHNOLOGY	\$ 20.00 M
ii) PACKAGING MACHINERY	\$ 30.00 M
iii) SHOE MANUFACTURING EQUIPMENT	\$ 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: GRINDING WHEELS INDUSTRY PLANTS ZHENG-
ZHOU, ZIBO, GUIYANG

Approximate Value: \$ 30 M

Financing Source: 012 DOM

For further info. please contact:

PEKING TLX#22717

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:

- 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
- 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
- Canada's position as one of the few major sources of international supply
- the availability of competitive Canadian financing

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

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: VISITS TO GRINDING WHEEL FACTORIES & INSTITUTES.

Results Expected: TO CAPITALIZE ON PROMISING RESULTS FROM CDN FIRMS ACTIVE IN SECTOR.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 510 PEKING

Market: 192 PEOPLE'S REP OF CHINA

Sector: 017 SERVICE INDUSTRIES

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 \$	5.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

- i) 265 JAPAN 000 %
- ii) 577 UNITED STATES OF AMERICA 000 %
- iii) 112 FRANCE 000 %
- iv) 051 UNITED KINGDOM 000 %

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) WATER QUALITY MONITORS & MEASURING EQUIPMENT \$ 0.00 M
- ii) FILTRATION EQUIPMENT (INDUSTRIAL LIQUID WASTES) \$ 0.00 M
- iii) SPECIALIZED TEXTILES FOR FILTRATION \$ 0.00 M
- iv) AIR QUALITY MONITORS \$ 0.00 M
- v) ACID & METAL RECOVERY EQUIPMENT FOR INDUSTRIAL USE \$ 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 ENVIRONMENTAL PROJECT
Approximate Value: \$ 500 M
Financing Source: 001 IBRD 012 DOM
For further info. please contact:
BEIJING/SHANGHAI TLX#22717

ii) Project Name: SHENYANG - LIAO & HUN RIVERS WATER PURIFICATION VALUE
Approximate Value: \$ M
Financing Source: 004 UNDP 001 IBRD
For further info. please contact:
BEIJING TLX#22717

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: BEIJING MUNICIPAL WASTE WATER TREATMENT PROJECTS

Approximate Value: \$ 500 M

Financing Source: O12 DDM

For further info. please contact:

BEIJING TLX#22717

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

MARKET IS RELATIVELY NEW THOUGH POTENTIALLY THE WORLD'S LARGEST OVER THE NEXT DECADE.

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

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

- the adequacy of exporter information in Canadian Directories

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

Activity: LIAISON VISITS TO IMPORTANT PRODUCERS AND ENDUSERS.

Results Expected: HEIGHTEN CANADA'S PROFILE AS A SOURCE OF EGPT & TECHNOLOGY IN WATER TREATMENT & AIR POLLUTION MONITORING DEVICES.

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: LIAISON VISITS TO IMPORTANT PRODUCERS & ENDUSERS

Results Expected: IMPROVE ACCESS TO PROVINCIAL & MUNICIPAL PLANS FOR THE INSTALLATION OF POLLUTION CONTROL EQUIPMENT.

Activity: OFFICIAL VISITS TO ENDUSERS ALREADY WORKING WITH CANADIAN FIRMS IN JOINT PRODUCTION.

Results Expected: TO USE EXISTING VENTURES & ENDUSERS AS A MEANS OF ENCOURAGING GOODWILL TOWARDS CANADA AS A SOURCE OF TECHNOLOGY IN THIS AREA.

Activity: DISTRIBUTE CANADIAN ENVIRONMENTAL STANDARDS INFORMATION TO INFLUENTIAL CONTACTS AT FACTORIES & IN PROVINCIAL GOVERNMENTS.

Results Expected: TO HAVE POTENTIAL ENDUSERS & DECISION-MAKERS CONSIDER CANADA AS A SOURCE OF SOPHISTICATED INFO & TECH AS RELATED TO ENVIRONMENTAL PROTECTION.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 510 PEKING		
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS AVIATION EXPO., CHINA	PEKING	1087
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING AUTO PARTS INVESTMENT MISS. TO CHINA	PEKING	0787
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS SOLO OIL & GAS EQUIPMENT AND SERVICES SHOW, CHINA		0987
020 MISSION OUTGOING ROLLING MILL EQUIPMENT MISSION TO CHINA		0587
MISSION TO CHINA ON CANADIAN OFFSHORE CAPABILITY CHINA		0000
MISS. TO CHINA ON HEAVY OIL DEV. DIRECT. SHALLOW WATER PEKING		0000
024 MISSION INCOMING BUYERS FROM PEKING TO CDN. MINING & INDUSTRIAL SUDBURY		0487
BUYERS FM PEKING TO PROSPECTOR AND DEVELOPERS ASSOC TORONTO		0487
Sector: 017 SERVICE INDUSTRIES		
020 MISSION OUTGOING POLLUTION ABATEMENT, WATER TREATMENT MISSION		0087
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 510 PEKING		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS AG CHINA '88	GUANGZHOU	1188
020 MISSION OUTGOING GRAIN EQUIPMENT SEMINAR		0988
SWINE SEMINAR		0888
024 MISSION INCOMING SEED POTATO MISSION		0888

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		
010 FAIRS DEFENCE COMMUNICATIONS	PEKING	0089
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS WORD PROCESSING MACHINERY TELECOMMUNICATIONS	PEKING PEKING	0089 0089
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING SEMINAR ON INSTRUM. FOR OIL AND GAS	PEKING	0089
Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.		
024 MISSION INCOMING AIR TRAFFIC CONTROL MISSION GROUND TRANSPORTATION SYSTEMS MISSION		0089 0089
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS GEOPHYSICAL SURVEYING	PEKING	0089
020 MISSION OUTGOING HARD-ROCK MINING MISSION	PEKING	0089

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 511 KUALA LAMPUR

Country: 336 BRUNEI

THE SULTANATE OF BRUNEI DARUSSALAM (POPULATION OF 200,000) GENERALLY OFFERS A LIMITED MARKET FOR CANADIAN GOODS AND EXPORT OPPORTUNITIES HAVE NOT BEEN WIDELY PURSUED TO DATE. OUR SALES HAVE AVERAGED C\$2 MILLION AND ARE PRINCIPALLY COMPRISED OF TELECOMMUNICATION EQUIPMENT AND ELECTRONICS. EARLIER THIS YEAR THE BRUNEIAN GOVERNMENT LAUNCHED ITS FIFTH FIVE YEAR NATIONAL DEVELOPMENT PLAN (1986-90) ALLOCATING C\$1.6 BILLION TO DEVELOPMENT INITIATIVES AIMED PRIMARILY AT STIMULATING INDUSTRIAL GROWTH AND HUMAN RESOURCE DEVELOPMENT PROGRAMMES WILL BE FORMULATED FOR ENTREPRENEURIAL TRAINING AND INCENTIVES WILL BE MADE AVAILABLE FOR PRIVATE SECTOR DEVELOPMENT. IN AN EFFORT TO REDUCE ITS DEPENDENCE UPON OVERSEAS EDUCATION, PLANS ARE MOVING AHEAD TO COMPLETE THE CONSTRUCTION OF THE BRUNEI INSTITUTE OF TECHNOLOGY AND THE UNIVERSITY OF BRUNEI DARUSSALAM APART FROM THE OPPORTUNITY TO PARTICIPATE IN THE DESIGN AND IMPLEMENTATION OF HUMAN RESOURCE DEVELOPMENT PROGRAMS, THE FIVE YEAR PLAN ALSO IDENTIFIES NEW PROJECTS WHICH OFFER POTENTIAL FOR CANADIAN INVOLVEMENT IN THE FISHERIES, FORESTRY, COMMUNICATIONS, ELECTRICITY GENERATION, SURVEY MAPPING, OIL AND GAS AND DEFENCE PRODUCTS SECTORS. WE WILL MONITOR PROJECT DEVELOPMENTS, PURSUE THE SPECIFIC INTEREST OF CANADIAN COMPANIES AND VISIT THE TERRITORY A MINIMUM OF 3 TIMES THIS YEAR. OUR TRADE AND INVESTMENT INTEREST COULD BE BUTTRESSED WITH THE APPOINTMENT OF AN HONORARY COMMERCIAL REPRESENTATIVE IN BANDAR SERI BEGAWAN.

Export and Investment Promotion Planning System

87/88 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) \$	200.00M	\$ 250.00M	\$ 350.00M	\$ 300.00M
Canadian Exports \$	3.00M	\$ 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) 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: 3-5 \$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) HELICOPTERS	\$ 0.00 M
ii) CRV7 ROCKETS	\$ 0.00 M
iii) PATROL CRAFT	\$ 0.00 M
iv) MILITARY VEHICLES	\$ 0.00 M
v) AIRFIELD DAMAGE REPAIR KITS	\$ 0.00 M
vi) EARLY WARNING RADARS	\$ 0.00 M
vii) HELICOPTER SIMULATOR	\$ 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
- other factor(s) described by the Trade Office as follows:
UK HAS BEEN SOLE SUPPLIER TO DATE BUT AS BILATERAL AGREEMENT COMES TO AN END THERE IS LIKELY TO BE MOVE TOWARDS DIVERSIFICATION OF SOURCES OF SUPPLY.

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: COMPREHENSIVE ROUND OF CALLS ON SENIOR MINISTRY OF DEFENCE AND ARMED FORCES OFFICERS.

Results Expected: PROMOTE IMAGE OF CANADA AS RELIABLE SUPPLIER OF QUALITY DEFENCE PRODUCTS.

Activity: MEET WITH SELECT NUMBER OF REPUTABLE AGENTS TO IDENTIFY SUITABLE REPRESENTATION FOR CANADIAN COMPANIES.

Results Expected: ENSURE MORE EFFECTIVE REPRESENTATION OF CDN DEFENCE PRODUCTS.

Activity: WITH ASSISTANCE FROM BRUNEI DEFENCE MINISTRY ESTABLISH PRIORITY FUTURE PROCUREMENT PLANS AND POSSIBLE AREAS FOR INFORMATION EXCHANGE WITH ARMED FORCES.

Results Expected: RECOMMEND PARTICIPANTS & DETERMINE PROGRAM FOR INCOMING DEFENCE MISSION JUNE 87 TO MAXIMIZE LIKELIHOOD OF FOLLOW ON 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: ENCOURAGE CANADIAN DEFENCE PRODUCTS MANUFACTURERS TO VISIT BRUNEI AS FOLLOW UP IN INCOMING DEFENCE MISSION.

Results Expected: TWO COMPANIES TO VISIT BRUNEI TO PURSUE CONCRETE SALES PROSPECTS.

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DEPARTMENT OF EXTERNAL AFFAIRS

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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: SUPPORT MARKETING PROGRAMS OF MILITARY PRODUCTS TO BRUNEI.

Results Expected: OBTAIN AGREEMENT FROM BRUNEI DEFENCE MINISTRY TO DEMONSTRATE SPECIFIC PRODUCTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 336 BRUNEI

Sector: 005 COMM. & INFORM. 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) \$	36.50M	\$ 21.50M	\$ 18.70M	\$ 17.00M
Canadian Exports \$	3.00M	\$ 0.50M	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	8.20%	2.30%	0.00% NA	0.00% NA

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: 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) CONSULTING SERVICES	\$ 0.00 M
ii) CELLULAR TELEPHONES	\$ 0.00 M
iii) WEATHER MOUNTING SYSTEMS	\$ 0.00 M
iv) MECHANIZED PASSPORT SYSTEMS	\$ 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
- other factor(s) described by the Trade Office as follows:
BRITISH SUPPLIERS HAVE UNTIL RECENTLY DOMINATED THE MARKET.

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: DIRECT FOLLOW UP WITH BRUNEI PARTICIPANTS IN CANADA/ASEAN FORUM TO IDENTIFY POTENTIAL FOR COMMERCIAL COOPERATION.

Results Expected: ESTABLISH ONE CONCRETE PROJECT/TRADE OPPORTUNITY TO BE ACTIVELY PURSUED.

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: OBTAIN MORE DETAILED DESCRIPTION OF THOSE TELECOMMUNICATION PROJECTS IDENTIFIED IN FIVE YEAR PLAN LIKELY TO PROCEED AND PROBABLE TIMING.

Results Expected: STIMULATE INTEREST OF CANADIAN INDUSTRY LEADING TO EXPLORATORY VISITS TO BRUNEI.

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 511 KUALA LAMPUR

Country: 344 MALAYSIA

THE PAST 12 MTHS HAVE SEEN A CONTINUING DECLINE IN MALAYSIA'S ECON. FORTUNES AS DEPRESSED WORLD PRICES FOR PALM OIL, TIN, NATURAL RUBBER & COCOA & FALTERING MKTS FOR CRUDE PETRO. AND LIQUEFIED NATURAL GAS HAVE SUBSTANTIALLY ERODED FOREIGN EXCHANGE EARNINGS & BROUGHT A VIRTUAL HALT TO DOMESTIC GROWTH. EARLIER FORECASTS FOR 6% GDP GROWTH IN '86 WERE UNREALISTIC AND THE GOVT. HAS REVEALED THAT REAL GDP GREW BY ONLY 0.5% IN '86 & IS EXPECTED TO GROW BY 1% IN '87. THE IMPACT OF THE CURRENT SITUATION HAS BEEN MOST SIGNIFICANT IN THE MFTG SECTOR WHERE GROWTH HAS SLOWED PERCEPTIVELY & ENTHUSIASM FOR NEW INVSTMTS HAS BEEN DAMPENED. THE GOVT. HAS RESPONDED WITH A PACKAGE OF INITIATIVES AIMED AT REJUVENATING THE IND'L SECTOR & ENSURING SOUND FISCAL MNGMT. PUBLIC EXPENDITURES HAVE BEEN CURBED, GROWTH IN IMPORTS IS BEING SLOWED, NEW INCENTIVES TO PROMOTE EXPORTS HAVE BEEN INTRODUCED, & MEASURES TO ENCOURAGE DOMESTIC MFTG & TO ATTRACT OFFSHORE CAPITAL HAVE BEEN PUT IN PLACE. REGULA'NS GOVERNING FOREIGN INVSTMT HAVE BEEN RELAXED & THE PM HAS STATED THAT THREE WLD BE MORE FLEXIBILITY THAN HERETOFORE IN THE APPLICATION OF THE NEW ECONOMIC POLICY (NEP), THE AFFIRMATIVE ACTION PROG. FOR THE MALAYS. THE GOVT ALSO TABLED THE NEW IND'L MASTER PLAN WHICH AIMS TO STIMULATE RESOURCE BASED & HIGH TECH. MFTG. & WHEN IMPLEMENTED COULD PRESENT SOME ATTRACTIVE JOINT VENTURE INVSTMT OPPORT. FOR CDA. THE SUCCESS OF THESE PROGS REMAINS, A FUNCTION OF LOCAL INVESTOR CONFIDENCE. IN MARCH, THE GOVT ANNOUNCED ITS NEW 5 YR PLAN (86-90) DETAILING A C\$40 BN DVLPMNT PROG. THIS PLAN WAS PREDICATED UPON AN OIL PRICE OF US\$20/BARREL &, WITH CONTINUING LANGUISHING COMMODITY PRICES & THE SLUGGISH PERFORMANCE OF THE ECON., THE GOVT IS CAREFULLY REVIEWING THE VIABILITY & PRIORITY OF ALL MAJOR CAPITAL PROJS. THE OVERALL PROG. WILL STILL OFFER SOME GOOD PROSPECTS FOR CDN IND. TO COMPETE FOR CAPITAL PROJS IN SECTORS OF OUR TRADITIONAL CAPABILITIES INCL. TELECOM., OIL & GAS POWER GENERATION & TRANSMISSION, AGRI. & TRANSP. & RELATED ENGINEERING AND CONSULTING SRVCS. INVARIABLY OUR COMPETITION WILL BE FORMIDABLE & ONLY THOSE COS WITH THE STAYING POWER & RESILIENCY TO COPE WITH THE LONG & FRUSTRATING GESTION PERIOD CAN HOPE TO SUCCEED. OF MORE IMMEDIATE INTEREST TO SMALL & MED. SIZED CDN FIRMS IS THE INDICATION THAT MALAYSIA WILL IMPORT C\$15BN IN GDS NEXT YEAR TO MEET IND. & CONSUMER DEMAND. CDA'S SHARE OF THE MALAYSIAN MKT HAS HISTORICALLY BEEN 1%. OUR TECH., HOWEVER, IS COMPARABLE TO OUR COMPETITION & IN SEVERAL SECTORS WE ARE LEADERS. THE CDN \$ ALSO ENHANCES OUR PRICE COMPETITIVENESS & WE ARE CONVINCED THAT A FORCEFUL & TARGETTED MKTG STRATEGY CAN IMPROVE OUR PERFORMANCE.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. & INFORM. EQP. & SERV

REASONS: JTM PRIVATISATION PLANS & PRIORITY ON MODERNIZ'N OF DOMESTIC & INT'L SRVCS PRESENTS PROSPECTS FOR SALE OF EQPT., J.V. MFTG. & CONSULTING SRVCS. APPLICATION OF REMOTE SENSING TECH. ALSO BEING PURSUED.

2. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: CDN \$9B WILL BE SPENT (86-90 PERIOD) ON OIL & GAS EXPLORATION & PROD'N AND DEV. ACTIVITY. PHASE II OF PENINSULAR GAS PIPELINE WILL GO AHEAD & THE EXPANSION OF GAS PROCESSING PLANT AT KERTEH.

3. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: GOVT HAS PLACED PRIORITY IN 5 YR PLAN ON INCREASING POWER GENERATION & EXPANDING TRANSMISSION NETWORK. (MAJOR TENDERS BEING ISSUED FOR TRANSMISSION & DISTRIB PROJ. OPPORTUNITY TO SUPPLY MGMT & ENGRG SERVICES.

4. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: GOM ALLOCATED CDN\$6.5 BN OVER NEXT 5 YRS TO REVITALIZE & MODERNIZE AGRICULTURE SECTOR & ATTRACT NEW TECH. & INVSTMNT. FOOD PURCHASES WILL CONTINUE TO EXCEED CDN\$1.6 BILLION ANNUALLY.

5. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: GOM PLANNING A NAT'L TRANSP. STUDY ON DEV. OF ALL MODES OF TRANSPORT OVER THE NEXT 20 YRS WHICH IS EXPECTED TO IDENTIFY NEW PROJS OF INTEREST TO CDA. (RAILWAYS, PORTS, AIRPORTS, ROADS & INFRASTRUCTURE).

6. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: THE RECENT DEFENCE MKT STUDY HAS IDENTIFIED SALES OPPORT. FOR CANADIAN EQPT, INCL. PRODS WHICH CAN BE SOURCED FM CDA, BUT AGGRESSIVE MKTG. WILL BE NEEDED TO DISPLACE TRADITIONAL SUPPLIERS.

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

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

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	1695.50M	\$ 1602.60M	\$ 1832.90M	\$ 1930.90M
Canadian Exports \$	17.90M	\$ 19.40M	\$ 16.60M	\$ 14.40M
Canadian Share of Import Market	1.10%	1.20%	0.90%	0.70%

Major Competing Countries

Market Share

i) 520 THAILAND	024 %
ii) 011 AUSTRALIA	020 %
iii) 577 UNITED STATES OF AMERICA	009 %
iv) 192 PEOPLE'S REP OF CHINA	007 %
v) 206 INDIA	004 %
vi) 265 JAPAN	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) FERTILIZER, MFTRED	\$ 219.70 M
ii) FEEDSTUFF-ANIMALS	\$ 108.90 M
iii) ALCOHOLIC BEVERAGES	\$ 55.90 M
iv) TOBACCO, UNMFTRED	\$ 51.80 M
v) ONIONS, FRESH, CHILLED	\$ 32.30 M
vi) APPLES	\$ 26.90 M
vii) COFFEE EXTRACTS, ESSENCE OR CONCENTRATES	\$ 26.40 M
viii) GARLIC, FRESH, CHILLED	\$ 19.60 M
ix) GINSENG	\$ 13.50 M
x) PEARS, GUINCES, FRESH	\$ 13.10 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:

- 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
- 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

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

Activity: WORK WITH PRINCIPAL CDN APPLE SUPPLIERS AND MALAYSIAN IMPORTERS/BROKERS TO ADDRESS PROBLEMS MITIGATING AGAINST INCREASED SALES.

Results Expected: IMPROVE QUALITY AND PACKAGING OF CANADIAN PRODUCT. INCREASE CANADIAN SHARE OF MALAYSIAN APPLE MARKET.

Activity: TOGETHER WITH CIGI, ORGANIZE ANIMAL FEED SEMINAR FOR FEED MILLERS ON THE USE AND FEED FORMULATION OF CANADIAN BARLEY, CANOLA MEAL AND DEHYDRATED ALFALFA, PRESENTLY NOT IN USE LOCALLY.

Results Expected: INCREASE SALE OF FEED INGREDIENTS TO 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: UNDERTAKE MARKETING PROGRAM OF CANADIAN PROCESSED FOODS AND GROCERY PRODUCTS WITH BULK IMPORTERS, WHOLESALERS AND MAJOR RETAIL OUTLETS.

Results Expected: INTRODUCE BROADER RANGE OF CANADIAN FOOD AND GROCERY PRODUCTS TO MALAYSIA AND INCREASE TOTAL EXPORTS TO THIS MARKET.

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: DIRECT FOLLOW UP WITH DEPT OF VETERINARY SRVCS & LEADING PRIVATE FARMERS TO PROMOTE TECHNICAL COLLABORATION & SALES RELATED TO BREEDING STOCK, ARTIFICIAL INSEMINATION, EMBRYO TRANSFER, GENETIC RESEARCH & RELATED ACTIVITIES.

Results Expected: NEW SALES OF SWINE, SWINE BREEDING STOCK, POULTRY BREEDING STOCK, FROZEN SEMEN AND POSSIBLY LIQUID OR FROZEN EMBRYO.

Activity: FOSTER DISSEMINATION OF INFORMATION TO DEPT OF AGRIC, MALSIAN AGRIC RESEARCH & DEVELOPMENT INSTITUTE, UNIVERSITI PERTANIAN MALAYSIA, ETC ON RANGE OF CDN TECHNOLOGY ADVANCES AND AVAILABLE UNIV. ED AND TRAINING PROGRAMS IN THE AGRIC. SECTOR.

Results Expected: INCREASED FLOW OF INFORMATION ON CANADIAN EXPERTISE IN THE AGRICULTURAL FIELD. STUDENTS DIRECTED TO CDN INSTITUTION TO MEET GROWING TRAINING NEEDS.

Export and Investment Promotion Planning System

87/88 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 & SERV.

Subsector: 021 FISH & SHELLFISH & OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	144.20M	\$ 137.30M	\$ 130.80M	\$ 126.80M
Canadian Exports \$	0.20M	\$ 0.10M	\$ 0.10M	\$ 0.10M
Canadian Share of Import Market	0.10%	0.07%	0.08%	0.08%

Major Competing Countries

Market Share

i) 520 THAILAND	044 %
ii) 265 JAPAN	020 %
iii) 214 INDONESIA	012 %
iv) 206 INDIA	004 %
v) 419 BANGLADESH	004 %
vi) 434 TAIWAN	003 %

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) FISH, FRESH, CHILLED FROZEN	\$ 60.70 M
ii) SARDINES, CANNED	\$ 32.10 M
iii) HORSE MACKEREL CANNED	\$ 5.80 M
iv) SMOKED FISH (EXCL. SALMON)	\$ 4.60 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: FISHERIES SECTOR DEVELOPMENT

Approximate Value: \$ 40 M

Financing Source: 006 ASDB

For further info. please contact:

B. CHEE, TLX: 84-30269, R. HRUBY, (613)996-7995

ii) Project Name: AQUACULTURE DEVELOPMENT

Approximate Value: \$ 30 M

Financing Source: 006 ASDB

For further info. please contact:

B. CHEE, TLX: 84-30269, R. HRUBY, (613)996-7995

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
- 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:

- 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 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 LIAISON WITH INFOFISH, SUPPLYING THEM INFORMATION ON CANADIAN FISH EXPORTERS, TYPES OF FISH AND SEA PRODUCTS, AND EQUIPMENT AVAILABLE FROM CANADA.

Results Expected: ENSURE CANADIAN FISH AND SEA PRODUCTS AND EQUIPMENT EXPORTERS ARE LISTED IN INFOFISH EXPORTERS REGISTER.

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 PROFILE OF MALAYSIAN FISH AND FISH PRODUCTS IMPORTS, IDENTIFY PRINCIPAL IMPORTERS AND APPLICABLE REGULATIONS GOVERNING IMPORTS.

Results Expected: IDENTIFY PRINCIPAL FISH AND FISH PRODUCTS WHICH OFFER PROMISING MARKETS FOR CANADIAN EXPORTERS.

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: WITH OFFICIALS IN MINISTRY OF AGRICULTURE AND MALAYSIAN AGRICULTURAL RESEARCH & DEVELOPMENT INSTITUTE IDENTIFY CURRENT ACTIVITIES RELATED TO AQUACULTURE DEVELOPMENT AND PROMOTE CANADIAN EXPERTISE AND SERVICES.

Results Expected: IDENTIFY POTENTIAL FOR TECHNICAL COOPERATION AND COMMERCIAL SALES IN AQUACULTURE FIELD.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

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) \$	559.30M	\$ 570.80M	\$ 634.20M	\$ 738.20M
Canadian Exports \$	17.90M	\$ 19.40M	\$ 25.80M	\$ 14.40M
Canadian Share of Import Market	3.00%	3.40%	4.10%	2.00%

Major Competing Countries

Market Share

i) 520 THAILAND	047 %
ii) 011 AUSTRALIA	016 %
iii) 192 PEOPLE'S REP OF CHINA	013 %
iv) 001 ARGENTINA	008 %
v) 075 CANADA	004 %
vi) 339 BURMA	003 %

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) CORN	\$ 154.90 M
ii) WHEAT	\$ 130.90 M
iii) OTHER CEREALS & PREPARATIONS	\$ 85.50 M
iv) SOYA BEANS	\$ 66.00 M
v) SOYA BEAN MEAL	\$ 33.10 M
vi) MALT, ROASTED OR NOT	\$ 9.30 M
vii) MALT EXTRACTS	\$ 6.80 M
viii) BARLEY	\$ 1.20 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: 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:

- 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
- 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: MEET PRINCIPAL IMPORTERS OF BARLEY TO ASSESS FUTURE REQUIREMENTS AND PROMOTE QUALITY AND RELIABILITY OF CANADIAN SUPPLY.

Results Expected: DETERMINE FEASIBILITY OF RE-ESTABLISHING CANADIAN BARLEY SALES TO THIS MARKET.

Activity: WITHIN TRAVEL BUDGET AND TIME CONSTRAINTS VISIT MALAYSIA'S PRINCIPAL FLOUR MILLS.

Results Expected: FIRST HAND APPRECIATION OF MILLING OPERATIONS AND PROMOTE CANADIAN WHEAT 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: ENCOURAGE MALAYSIAN FLOUR MILLERS TO ATTEND CIGI COURSES AND CANADIAN WHEAT BOARD REPRESENTATIVES TO VISIT THE LOCAL MILLERS MORE REGULARLY TO PROMOTE CANADIAN SALES.

Results Expected: TO MAINTAIN CANADA'S SHARE OF THE MARKET AGAINST GROWING & AGGRESSIVE COMPETITION FROM AUSTRALIA, ARGENTINA AND U. S. A.

Activity: SUPPORT SOYA BEAN PROMOTION ACTIVITIES AIMED AT ENHANCING SALES FOR HUMAN CONSUMPTION AND FOR CRUSHING.

Results Expected: INCREASE CANADA'S SHARE OF THE SOYA BEAN MARKET.

Export and Investment Promotion Planning System

87/88 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) \$	130.00M	\$ 100.00M	\$ 160.00M	\$ 180.00M
Canadian Exports \$	5.00M	\$ 1.00M	\$ 3.00M	\$ 2.50M
Canadian Share of Import Market	3.80%	1.00%	1.80%	1.30%

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: 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) CRV-7 AIR TO GROUND ROCKET SYSTEM	\$ 0.00 M
ii) BODY ARMOUR	\$ 0.30 M
iii) COMMUNICATIONS EQUIPMENT	\$ 0.00 M
iv) ARTILLERY COMPUTER SYSTEM	\$ 0.00 M
v) CHALLENGER AIRCRAFT	\$ 0.00 M
vi) EOD EQUIPMENT	\$ 0.20 M
vii) RAST	\$ 0.00 M
viii) MOBILE AIR TRAFFIC CONTROL TERMINALS	\$ 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: RE-ORDER OF CRV-7 ROCKETS

Approximate Value: \$ 20 M

Financing Source: 012 DOM

For further info. please contact:

M: ROMOFF, CHC, TLX: 84-30269, EXTOTT/TDE 996-4205

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 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

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: ASSIST IN NEGOTIATIONS WITH MINISTRY OF DEFENCE TO FULFILL OUTSTANDING OBLIGATIONS OF RDF CONTRACT.

Results Expected: FINAL CONCLUSION OF RDF CONTRACT.

Activity: MEET WITH ALL AGENTS CURRENTLY REPRESENTING CANADIAN DEFENCE PRODUCTS MANUFACTURERS AND ASSESS THEIR SUITABILITY.

Results Expected: INTRODUCE NEW TRADE COMMISSIONER RESPONSIBLE FOR DEFENCE SECTOR & REINFORCE CDN INTEREST IN SALES OF DEFENCE & SECURITY PRODUCTS.

Activity: COMPREHENSIVE ROUND OF CALLS ON SENIOR MINISTRY OF DEFENCE, ARMY, AIR FORCE AND NAVY OFFICERS.

Results Expected: RE-ESTABLISH CANADIAN IMAGE AS SUPPLIER OF RELIABLE, QUALITY DEFENCE 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: COMMERCIAL COUNSELLOR ASSUMES PRINCIPAL RESPONSIBILITY FOR DEFENCE PRODUCTS PROMOTION ACTIVITIES.

Results Expected: GREATER POST ACCESS TO KEY SENIOR MILITARY AND DEFENCE OFFICIALS.

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: ASSESS FINDINGS OF RECENT DEFENCE MARKET STUDY & IN CONCERT WITH OTHER RELEVANT INFORMATION ESTABLISH MALAYSIAN PROCUREMENT PRIORITIES.

Results Expected: RECOMMEND PARTICIPANTS & DETERMINE PROGRAM FOR INCOMING DEFENCE MISSION MAY/JUNE 1987 TO MAXIMISE LIKELIHOOD OF FOLLOW ON SALES.

Activity: PROMOTE MALAYSIAN PARTICIPATION IN TRAINING PROGRAMS & DEVELOP DATA BASE OF PREVIOUS MALAYSIAN PARTICIPANTS IN THESE PROGRAMS FOR REGULAR FOLLOW-UP ATTENTION.

Results Expected: ENHANCED FAMILIARITY WITH CANADIAN DEFENCE TRAINING AND TECHNOLOGY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 005 COMM. & INFORM. EGP. & 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) \$	15.00M	\$ 10.00M	\$ 10.00M	\$ 0.00M
Canadian Exports \$	3.00M	\$ 1.50M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	20.00%	15.00%	0.00%	0.00%

Major Competing Countries

Market Share

- | | |
|----------------------------------|-------|
| i) 112 FRANCE | 045 % |
| 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: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

- | | In Canadian \$ |
|--------------------------------|----------------|
| i) SPOT MAPPING | \$ 0.00 M |
| ii) EARTH STATION | \$ 0.00 M |
| iii) PC-BASED ANALYSIS SYSTEMS | \$ 1.50 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: TENDER FOR GEOPHYSICAL MAP OF MALAYSIA
(TENDER CLOSED IN OCT 1986)

Approximate Value: \$ 15.00 M

Financing Source: 028 TO/DETER

For further info. please contact:

R. SHAW-WOOD, TLX: 84-30269 R. HRUBY, (613)996-7995

- ii) Project Name: ESTABLISHMENT OF MALAYSIAN CENTRE FOR
REMOTE SENSING

Approximate Value: \$ M

Financing Source:

For further info. please contact:

R. SHAW-WOOD, TLX: 84-30269 R. HRUBY, (613)996-7995

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 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
- 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: DEVELOP CONTACT WITH KEY MEMBERS OF THE MALAYSIAN REMOTE SENSING COMMITTEE.

- Results Expected: ESTABLISH AWARENESS OF CDN EXPERTISE & ESTABLISH CDN HIGH COMM AS AN IMPORTANT LINK BETWEEN BUYERS & CDN SUPPLIERS.

Activity: VISIT PRINCIPAL USERS OF REMOTE SENSING SYSTEMS TO DEVELOP AN AWARENESS OF MARKET NEEDS AND AREAS OF OPPORTUNITY.

- Results Expected: ESTABLISH INVENTORY OF EXISTING REMOTE SENSING ACTIVITIES & OPPORTUNITIES FOR INCREASING DOWNSTREAM CANADIAN SALES.

Activity: DEVELOP A STRATEGY FOR MARKET DEVPT AND EXPANSION IN REMOTE SENSING.

- Results Expected: FIELD & ENHANCE OUR SALES 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: CONCERTED FOLLOW UP WITH PARTICIPANTS IN THE FEBRUARY 1987 REMOTE SENSING SEMINAR.

- Results Expected: IDENTIFICATION OF CONCRETE SALES PROSPECTS THAT WOULD BE REFERRED TO CANADA FOR ACTION.

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: DEVELOP A PLAN OF ACTION TO PROMOTE THE CONCEPT OF SATELLITE EARTH STATIONS FOR REMOTE SENSING.

Results Expected: BETTER POSITION CDN COS ON BIDS IN UPCOMING TENDERS.

Activity: PROMOTE INFORMATION EXCHANGE & COOPERATION ACTIVITIES BETWEEN CDN CENTRE FOR REMOTE SENSING & RELATED CDN INSTITUTIONS AND COUNTERPART MALAYSIAN ORGANIZATIONS.

Results Expected: ESTABLISH STRONG BILATERAL RELATIONSHIP IN EMERGING FIELD & FACILITATE TECHNOLOGY TRANSFER.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights

Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 005 COMM. & INFORM. EQP. & 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) \$	415.00M	\$ 400.00M	\$ 550.00M	\$ 358.00M
Canadian Exports \$	25.00M	\$ 10.00M	\$ 8.00M	\$ 13.00M
Canadian Share of Import Market	6.00%	2.50%	1.50%	3.60%

Major Competing Countries

Market Share

i) 265 JAPAN	035 %
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	\$ 10.00 M
ii) TIME DIVISION MULTIPLEXERS	\$ 5.00 M
iii) SUBSCRIBER RADIO MOBILE SYSTEMS	\$ 0.00 M
iv) TELETEx	\$ 0.00 M
v) PABX SWITCHING	\$ 10.00 M
vi) PRIVATE DATA NETWORKING	\$ 5.00 M
vii) CELLULAR RADIOS	\$ 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: BROAD RANGE OF CONSULTING SERVICES TO NEWLY PRIVATIZED STM.

Approximate Value: \$ 50 M

Financing Source: 012 DOM 024 BC

For further info. please contact:

R. SHAW-WOOD, TLX. 84-30269 R. HRUBY, (613)996-7995

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

HISTORICAL ASSOCIATION WITH EUROPE & PHYSICAL PROXIMITY OF JAPAN.
JAPANESE & U.K. SUPPLIERS MAINTAIN CLOSE RELATIONSHIP WITH BUYERS THROUGH LOCAL PARTNERS.

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.

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

Activity: CONCERTED FOLLOW UP WITH MALAYSIAN PARTICIPANTS AT CANADA ASEAN FORUM & EXPO INDUSTRIAL COOPERATION AND 1986 REGIONAL ITU TRAINING CONFERENCE AT VANCOUVER.

Results Expected: REINFORCE CDN IMAGE AS HIGH TECH LEADER,
FINALIZE NEW AGENCIES FOR CDN FIRMS AND
PROMOTE POTENTIAL JOINT VENTURES MANUFACTURE.

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: EFFECT A STRATEGY TO ENHANCE CDN INVOLVEMENT IN MALAYSIAN TELECOMMUNICATION DEVELOPMENT.

Results Expected: CDN COS PROVIDING CONSULTING & RELATED SERVICES TO STM. 2 NEW CDN COMPANIES INTRODUCED TO MALAYSIAN MARKET.

Activity: DETERMINE DETAILS OF REVISED FIVE YEAR PLAN DEVELOPMENT PROGRAM FOR TELECOMMUNICATIONS SECTOR.

Results Expected: IDENTIFY CONCRETE PROJECTS/OPPORTUNITIES FOR CANADIAN INDUSTRY OVER NEXT FIVE 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: DEVELOP SENIOR LEVEL CONTACTS AT STM TO IDENTIFY NEW AREAS OF OPPORTUNITY ARISING FROM PRIVATIZATION AND ENSURE THAT RELEVANT CANADIAN CAPABILITIES ARE MADE KNOWN.

Results Expected: INCREASE IN CANADIAN GOODS SUPPLY BY AT LEAST 10%.

Activity: SYSTEMATIC PROGRAM OF VISITS TO MEET PRINCIPAL MALAYSIAN TELECOMMUNICATIONS EQUIPMENT MANUFACTURERS TO IDENTIFY AREAS OF POTENTIAL JOINT VENTURE INTEREST.

Results Expected: ESTABLISH AT LEAST ONE CANADIAN COMPANY IN A JOINT VENTURE IN MALAYSIA.

Activity: INVESTIGATE IN DETAIL GOVERNMENT OF MALAYSIA RURAL TELEPHONE DEVELOPMENT PLANS.

Results Expected: RE-ESTABLISH CDN MANUFACTURERS OF ANCILLARY EQUIPMENT AS QUALITY SUPPLIERS OF RURAL TELEPHONE SYSTEMS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 007 POWER & ENERGY EQUIP. & 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	\$ 270.00M	\$ 250.00M	\$ 300.00M
Canadian Exports \$	8.00M	\$ 5.00M	\$ 5.00M	\$ 5.00M
Canadian Share of Import Market	1.60%	1.90%	2.00%	1.70%

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: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) CONSULTING SERVICES	\$ 10.00 M
ii) POWER & DISTRIBUTION TRANSFORMERS	\$ 10.00 M
iii) SCADA FOR TRANSMISSION SYSTEM	\$ 0.00 M
iv) ENERGY MANAGEMENT CONTROL SYSTEM	\$ 0.00 M
v) COMPUTERIZED THERMAL PLANT MANAGEMENT SYSTEM	\$ 0.00 M
vi) STATIC VAR COMPENSATION 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: ACCELERATED TRANSMISSION PROJECT

Approximate Value: \$ 400 M

Financing Source: 024 BC

For further info. please contact:

R. SHAW-WOOD, TLX: 84-30269, R. HRUBY, (613)9967995

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 RE-HABILITATION & THERMAL FIRING-CONVERSION

Approximate Value: \$ 73 M

Financing Source: 001 IBRD

For further info. please contact:

R. SHAW-WOOD, TLX: 84-30269, R. HRUBY, (613)9967995

iii) Project Name: ADB TRANS-PENINSULAR TRANSMISSION LINE

Approximate Value: \$ 98 M

Financing Source: 006 ASDB 012 DOM

For further info. please contact:

R. SHAWN-WOOD, TLX: 84-30269, R. HRUBY, (613)996-7995

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
- the presence of CIDA programs which have opened the market to Canadian companies
- 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
- sourcing assistance from Canadian federal/provincial governments departments

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: ADVISE AND SUPPORT CANADIAN COMPANIES IN THEIR ESTABLISHMENT OF CONSORTIA WITH MALAYSIAN FIRMS AND IN THEIR BID PREPARATIONS ON THE ACCELERATED TRANSMISSION PROJECT.

Results Expected: ENSURE THAT CANADA IS REPRESENTED IN THESE BIDS AND THAT AT LEAST ONE OF THE EIGHT WINNING CONSORTIA INCLUDES A CANADIAN PARTNER.

Activity: RESEARCH LOCAL CONSULTING CAPABILITIES TO DEVELOP A DETAILED INVENTORY OF AGENTS AND THEIR AREAS OF EXPERTISE FOR USE IN ADVISING CANADIAN COMPANIES OF POTENTIAL LOCAL AFFILIATIONS.

Results Expected: INCREASE IN NUMBER OF CANADIAN COMPANIES REPRESENTED BY QUALIFIED LOCAL AGENTS FOR THE MALAYSIAN 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 THE EVOLUTION OF POWER 12 AND ADB PENINSULAR TRANSMISSION TENDERS, NOTIFY CANADIAN FIRMS ACCORDINGLY AND MONITOR IMPLICATIONS FOR RURAL ELECTRIFICATION.

Results Expected: INCREASE THE NUMBER OF CDN SUPPLIERS WITH LOCAL AGENTS AND ESTABLISH INITIAL EQUIPMENT SALES FOR CANADA IN THIS SECTOR.

Activity: VISIT SABAH AND SARAWAK ELECTRICITY AUTHORITIES TO INTRODUCE THEM TO COMPREHENSIVE RANGE OF CANADIAN CAPABILITIES AND TO GATHER MARKET INTELLIGENCE.

Results Expected: IDENTIFY STATE PROJECTS THAT OFFER OPPORTUNITIES FOR EXPORT AND/OR JOINT VENTURES FOR CANADIAN COMPANIES.

Activity: PROMOTE CANADIAN CAPABILITIES IN THE POWER SECTOR.

Results Expected: ENHANCEMENT OF PROFILE FOR CDN TURNKEY CAPABILITIES IN THIS SECTOR AND IDENTIFICATION OF SUITABLE PROJECTS.

Export and Investment Promotion Planning System

87/88 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) \$	800.00M	\$ 825.00M	\$ 900.00M	\$ 1000.00M
Canadian Exports \$	3.50M	\$ 3.00M	\$ 2.50M	\$ 2.00M
Canadian Share of Import Market	0.40%	0.40%	0.30%	0.20%

Major Competing Countries

Market Share

i) 265 JAPAN	082 %
ii) 128 GERMANY WEST	008 %
iii) 577 UNITED STATES OF AMERICA	005 %
iv) 051 UNITED KINGDOM	003 %
v) 112 FRANCE	001 %
vi) 268 KOREA	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) AIRCRAFT	\$ 26.00 M
ii) AIRCRAFT PARTS AND COMPONENTS	\$ 51.00 M
iii) AIRCRAFT ENGINE MAINTENANCE AND OVERHAUL	\$ 0.00 M
iv) RAIL OPERATIONS CONSULTING SERVICE	\$ 0.20 M
v) RAIL ROLLING STOCK PARTS	\$ 1.00 M
vi) AUTO PARTS & ACCESSORIES	\$ 90.00 M
vii) RAIL MAINTENANCE TRAINING	\$ 0.00 M
viii) RADIO NAVIGATION AID, RADAR, CONTROL TOWER EGPT.	\$ 9.00 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: MAS F27 AIRCRAFT REPLACEMENT PROGRAM

Approximate Value: \$ 71 M

Financing Source: 023 EDC

For further info. please contact:

B. DENNING, TLX: 84-30269, R. HRUBY, (613)996-7995

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: INDUSTRIAL MASTER PLAN (IMP) DEVELOPMENT
OF AUTOMOBILE SECTOR

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

B. DENNING, TLX:84-30269, R. HRUBY, (613)996-7995

iii) Project Name: NATIONAL TRANSPORT STUDY (INTERMODAL)

Approximate Value: \$ M

Financing Source: 001 IBRD 011 CIDA

For further info. please contact:

B. DENNING, TLX:84-30269, R. HRUBY, (613)996-7995

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 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
- 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: DIRECT FOLLOW UP AND MARKETING PROGRAM WITH PARTICIPANTS IN EXPO INDUSTRIAL COOPERATION 86 PROGRAM FROM RAILWAY SECTOR.

Results Expected: EXPAND NUMBER OF AGENCY AGREEMENTS FOR SUPPLY OF RAILWAY EQUIPMENT AND TECHNOLOGY.

Activity: SYSTEMATIC ANALYSIS OF AUTOMOTIVE PARTS AND COMPONENTS CURRENTLY IMPORTED TO IDENTIFY PRODUCTS WHICH CAN BE COMPETITIVELY SOURCED FROM CANADA.

Results Expected: ENCOURAGE AT LEAST TWO NEW CANADIAN SUPPLIERS TO MARKET THEIR PRODUCTS IN MALAYSIA.

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: PROMOTE CANADIAN CAPABILITY TO SUPPLY COMMUNICATIONS, SIGNALLING, CONTROL AND ELECTRICAL EQUIPMENT TO RAILWAY.

Results Expected: POSITION CANADIAN COMPANIES AS SUPPLIERS FOR EXPECTED FUTURE TENDERS.

Activity: ORGANIZED PROGRAM OF CALLS ON MAJOR AUTO ASSEMBLERS, PARTS MANUFACTURERS AND INDUSTRY ASSOCIATIONS TO MARKET CANADIAN TECHNOLOGY AND SUPPLY CAPABILITY.

Results Expected: HEIGHTEN PROFILE OF CANADIAN AUTOMOTIVE INDUSTRY AND ESTABLISH POTENTIAL AREAS FOR FUTURE SALES.

Activity: IDENTIFY MALAYSIA'S PLAN TO PURCHASE ENGINE PARTS, AIRCRAFT ASSEMBLIES, ETC. AND PROMOTE CANADIAN SOURCING.

Results Expected: INCREASE CANADIAN SALES OF ENGINE PARTS AND ASSEMBLIES AND HEIGHTEN AWARENESS OF CANADIAN CAPABILITIES IN AEROSPACE ELECTRONICS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 511 KUALA LAMPUR

Market: 344 MALAYSIA

Sector: 011 OIL & 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) \$	800.00M	\$ 877.00M	\$ 1033.00M	\$ 1190.00M
Canadian Exports \$	2.00M	\$ 1.00M	\$ 1.00M	\$ 1.00M
Canadian Share of Import Market	0.25%	0.11%	0.10%	0.08%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 354 NETHERLANDS	030 %
iii) 467 SINGAPORE	015 %

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) PROJECT MANAGEMENT SERVICES	\$ 0.00 M
ii) SAFETY TRAINING	\$ 0.10 M
iii) RIG POSITIONING	\$ 0.30 M
iv) DIVING/UNDERWATER 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: PENINSULAR GAS PIPELINE-CONSTRUCTION EQUIPMENT

Approximate Value: \$ 650 M

Financing Source: 012 DOM 023 EDC

For further info. please contact:

B. DENNING, TLX: 84-30269, R. HRUBY, (613)996-7995

ii) Project Name: GAS DISTRIBUTION-CONSULTING, CONSTRUCTION, EQUIPMENT.

Approximate Value: \$ M

Financing Source: 028 TO/DETER

For further info. please contact:

B. DENNING, TLX: 84-30269, R. HRUBY, (613)996-7995

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: GAS PROCESSING PLANT - CONSULTING CONSTRUCTION, EQUIPMENT

Approximate Value: \$ 200 M

Financing Source: 012 DOM 023 EDC

For further info. please contact:

B. DENNING, TLX: 84-30269, R. HRUBY, (613)996-7995

iv) Project Name: STRATEGIC PETROLEUM STORAGE FACILITY

Approximate Value: \$ 700 M

Financing Source: 012 DOM 023 EDC

For further info. please contact:

B. DENNING, TLX: 84-30269, R. HRUBY, (613)996-7995

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 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
- 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: IMPLEMENT SYSTEMATIC PROGRAM OF INTERVIEWS WITH CURRENT AND POTENTIAL REPRESENTATIVES TO ASSESS THEIR ABILITY/INTEREST TO ACT ON BEHALF OF CANADIAN SUPPLIERS.

Results Expected: ABLE TO READILY RECOMMEND EFFECTIVE MALAYSIAN AGENTS/JOINT VENTURE PARTNERS FOR INTERESTED CANADIAN COMPANIES.

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 CANADIAN TRAINING PROGRAMS IN OIL AND GAS SECTOR IN SUPPORT OF VARIOUS FIRMS PURSUING CONTRACTS.

Results Expected: CDN CO AWARDED VONTRACT SECURE MALAYSIAN PARTICIPATION AT THE ALBERTA SUMMER INSTITUTE FOR PETROLEUM INDUSTRY DEVPT.

Activity: MONITOR PROGRESS OF CDN COS BIDDING ON MAJOR PROJECTS.

Results Expected: ENSURE CDN COS ARE BEST POSITIONED TO BE AWARDED CONTRACTS AS AND WHEN DECISION TAKEN.

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: IMPLEMENT PROGRAM OF CORPORATE LIAISON CALLS WITH SENIOR AND MIDDLE LEVEL MANAGEMENT OF PRINCIPAL OFFSHORE OIL EXPLORATION COMPANIES.

Results Expected: ENSURE CANADIAN SUPPLIERS APPRISED OF DEVELOPMENT PROGRAMS AND EMERGING SALES OPPORTUNITIES.

Activity: IDENTIFY OPPORTUNITIES FOR CANADIAN CONSULTANTS AND EQUIPMENT SUPPLIERS FOR CONSTRUCTION PHASE OF GAS PIPELINE AND GAS PLANT.

Results Expected: MAXIMIZE POTENTIAL INVOLVEMENT OF CANADIAN COMPANIES IN THESE MEGA PROJECTS.

Activity: HEIGHTEN CANADIAN PROFILE AS TECHNOLOGY LEADER THROUGH ORGANIZED INFORMATION DISSEMINATION, PARTICIPATION IN LOCAL TRADE SHOWS AND MALAYSIAN ATTENDANCE AT CALGARY NPS AND EDMONTON INTERCAN.

Results Expected: GREATER FAMILIARITY WITH CANADIAN CAPABILITIES. STIMULATE CANADIAN INTEREST IN SALES AND INVESTMENT PROSPECTS.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 511 KUALA LAMPUR		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS AGASIA'87 - KUALA LUMPUR	KUALA LUMPUR	0887
020 MISSION OUTGOING FOOD PRODUCTS MISSION TO	KUALA LUMPUR	0000
024 MISSION INCOMING SWINE BREEDING BUYERS FROM	KUALA LUMPUR	0687
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENCE PRODUCTS MISSION TO	KUALA LUMPUR, BRUNEI, KUALA LUMPUR	0288
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING RAIL TRANSPORT MISSION TO	KUALA LUMPUR	0987
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS MALBEX'87-BUILDING MATERIALS AND EQUIP., KUALA LUM	KUALA LUMPUR	0687
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS ASIAN WATER TECHNOLOGY EXH.,	KUALA LUMPUR	1187
020 MISSION OUTGOING OIL & GAS EQUIP. & SERVICES	MISSION TO KUALA LUM	KUALA LUMPUR 0587
ASIA WATER TECHNOLOGY SEMINAR IN KUALA LUMPUR	KUALA LUMPUR	1187

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 AG ASIA 88	KUALA LUMPUR	0888
020 MISSION OUTGOING AGRICULTURAL MACHINERY & TECHNOLOGY MISSION	KUALA LUMPUR	0289

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		
020 MISSION OUTGOING		
CIGI SEMINAR	KUALA LUMPUR	0390
GENERAL FOOD PRODUCTS MISSION & PART. IN FOOD TECH	KUALA LUMPUR	0988
024 MISSION INCOMING		
BREEDING PIGS MISSION		0689
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS		
DEFENCE 90	KUALA LUMPUR	0290
020 MISSION OUTGOING		
DEFENCE PRODUCTS MISSION	KUALA LUMPUR	0488
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING		
REMOTE SENSING EGPT. & TECHNOLOGY MISSION	KUALA LUMPUR	0489
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
020 MISSION OUTGOING		
POWER GENERATION, TRANS. & CONTROL EQPT&SRVCS MISS.	KUALA LUMPUR/SABAH	0988
024 MISSION INCOMING		
POWER GENERATION & TRANS. EQPT. BUYERS MISSION	KUALA LUMPUR	0989
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING		
ELECTRONICS IN AEROSPACE	KUALA LUMPUR	0290
RAIL OPERATIONS SEMINAR	KUALA LUMPUR	1089
024 MISSION INCOMING		
INCOMING AUTOMOTIVE PARTS MISSION		0688
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
020 MISSION OUTGOING		
FOREST TECHNOLOGY SEMINAR	KUALA LUMPUR	0488
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS		
ENERGY MALAYSIA	KUALA LUMPUR	0289

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		
020 MISSION OUTGOING		
GAS DISTRIBUTION SEMINAR	KUALA LUMPUR	0190
OIL & GAS EQUIPMENT & SERVICES MISSION	KUALA LUMPUR/BRUNEI	0289
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING		
MEDICAL EQUIP. MISS. & PART. IN MED. & LAB. EXH.	KUALA LUMPUR/BRUNEI	1089
024 MISSION INCOMING		
TRAINING & EDUCATION EQUIPMENT MISSION	KUALA LUMPUR/BRUNEI	0589

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 512 SINGAPORE

Country: 467 SINGAPORE

THE ECON. IN S'PORE SUFFERED IN '85 ITS 1ST NEGATIVE GROWTH RATE IN THE TWO DECADES SINCE INDEPENDENCE. FROM AN AVERAGE GDP GROWTH RATE OF +8.5% P.A. IN THE PERIOD 1980 TO 1984, THE GDP CONTRACTED BY APPROX. 10% IN 1985 WHEN GROWTH WAS -1.8%. THIS SLOWDOWN IN DOMESTIC ECONOMIC ACTIVITY, COUPLED WITH SIMILAR CONTRACTIONS IN THE ECONOMIES OF MALAYSIA AND INDONESIA, RESULTED IN A REDUCTION OF 26% IN CANADIAN EXPORTS TO SINGAPORE IN 1985. IN AN EFFORT TO TURN ECONOMY AROUND, THE GOVT OF SINGAPORE HAS REDUCED SUBSTANTIALLY THE COSTS OF DOING BUSINESS IN SINGAPORE. WAGES HAVE EFFECTIVELY BEEN FROZEN FOR 2 YRS, THE COMPENSATION PACKAGE FOR ALL EMPLOYEES IN SINGAPORE HAS BEEN REDUCED BY 12%, INT'L TELECOMMUNICATIONS AND UTILITIES CHARGES HAVE BEEN REDUCED, AND CORPORATE TAX HAS BEEN REDUCED. IN ADDITION, RENT FOR OFFICE AND INDUSTRIAL SPACE HAS FALLEN DRAMATICALLY AS A RESULT OF THE DOWNTURN IN THE BUSINESS CYCLE. THESE FACTORS, TOGETHER WITH AN IMPROVEMENT IN THE ECONOMIES OF SINGAPORE'S MAIN TRADING PARTNERS, HAVE RESULTED IN A GDP GROWTH OF 0.8% IN THE SECOND QUARTER OF 1986, AND FORECASTS ARE FOR A 2-3% GROWTH IN 1986. SINGAPORE IS BECOMING INCREASINGLY ACTIVE AND AGGRESSIVE IN ITS EFFORTS TO INCREASE TRADE AND TO ATTRACT INVESTMENT. FOR EXAMPLE, THE TRADE DEVELOPMENT BOARD HAS APPOINTED A REPRESENTATIVE IN TORONTO; AND TRADE LINKS WITH CHINA ARE BEING DEVELOPED AND STRENGTHENED AS SINGAPORE PROMOTES ITSELF AS A GATEWAY TO THAT VAST MARKET. WITH A SUBSTANTIAL PORTION OF CANADA'S EXPORT TO SINGAPORE BEING DESTINED FOR THIRD MARKETS, THESE ARE POSITIVE DEVELOPMENTS FOR CANADIAN BUSINESS. IN THE LONGER TERM, IT IS EVIDENT THAT AS THE LEVEL OF DEVELOPMENT OF SINGAPORE APPROACHES THAT OF A DEVELOPED STATE, THE EASY ECONOMIC GAINS OF THE PAST, WHICH OFTEN SAW DOUBLE DIGIT EXPANSION, ARE GONE FOREVER. THE COUNTRY IS NOW IDENTIFYING SECTORS WHERE IT CAN COMPETE EFFECTIVELY INTERNATIONALLY AT A TIME WHEN OTHER ECONOMIES ARE APPLYING SUCCESSFULLY THE TECHNIQUES FOR GROWTH DEMONSTRATED BY SINGAPORE. A SOPHISTICATED TECHNOLOGICAL AND SERVICE-BASED ECONOMY IS DEVELOPING, AND IN THIS ENVIRONMENT THE POST HAS DETERMINED THAT PRIORITY SECTORS FOR CANADIANS ARE: TELECOMMUNICATIONS, COMPUTER SOFTWARE, DEFENCE PRODUCTS, FOOD PRODUCTS, GATEWAY TO CHINA, FURNITURE SPORTING GOODS, AEROSPACE PRODUCTS AND SERVICES, OIL AND GAS EQUIPMENT AND SERVICES AND INVESTMENT DEVELOPMENT.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. EGP. & SERV

REASONS: WITH A LABOUR FORCE THAT IS HIGH-COST & HIGHLY SKILLED, GOVT & IND. ARE FOCUSING THEIR EFFORTS ON EXPLOITING THE OPPORTUNITIES OF INFORMATION TECHNOLOGY.

2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: GEO-POLITICAL CONCERNS REQUIRE THE MAINTENANCE OF ONE OF THE REGION'S BEST-EQPD & TRAINED ARMED FORCES. DEF. SALES PROVIDE EXCELLENT MKT OPPORTUNITIES FOR CDN PRODUCTS.

3. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: NON-BULK ITEMS PRESENT A SIGNIFICANT OPPORTUNITY FOR GROWTH AS A RESULT OF A GROWING WESTERNISED MIDDLE CLASS AND THE CONTINUING IMPORTANCE OF TOURISM.

4. 002 TRANSPORT SYS, EQUIP, COMP, SERV:

REASONS: SPORE IS THE RECOGNISED REG'L AIRCRAFT SRVC CENTRE. OPPORT. ARE GOOD FOR INCREASED EXPS. OF AIRCRAFT ENGINES & PARTS, OF AVIONICS AND SIMULATORS AND OF MAINTENANCE & OVERHAUL FACILITIES.

5. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: SPORE CONTINUES TO BE A GOOD MKT FOR HIGH-TECH PRODS & SRVCS DESTINED FOR RE-EXP. THE REFINERY SECTOR IS OPERATING AT NEAR CAPACITY, AND THE POTENTIAL IS GOOD FOR RETROFIT/REPLACEMENT EQUIPMENT AND PARTS.

6. 013 CONSUMER PRODUCTS

REASONS: SPOREANS ARE INCREASINGLY FITNESS-CONSCIOUS, & THE MKT FOR SPORT. GDS-PARTICULARLY GYM. & ATHLETIC EQPT. - IS VERY GOOD. THE POTENTIAL FOR AN INCREASE IN EXPS. OF BOTH DOMESTIC & OFFICE FURN. ITEMS IS EXCELLENT.

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. EGP. & SERV
4. 003 GRAINS AND OILSEEDS

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	610.00M	\$ 601.80M	\$ 599.00M	\$ 609.30M
Canadian Exports \$	2.20M	\$ 1.80M	\$ 1.70M	\$ 1.50M
Canadian Share of Import Market	0.40%	0.30%	0.28%	0.25%

Major Competing Countries

Market Share

i) 344 MALAYSIA	020 %
ii) 192 PEOPLE'S REP OF CHINA	017 %
iii) 434 TAIWAN	011 %
iv) 011 AUSTRALIA	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	\$ 36.00 M
ii) FROZEN VEGETABLES	\$ 7.10 M
iii) FRESH VEGETABLES	\$ 4.10 M
iv) PEARS	\$ 18.00 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
- 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).

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: FOLLOW-UP ON OPPORTUNITIES REVEALED IN RECENTLY COMPLETED MARKET SURVEY.

Results Expected: NOTIFY POTENTIAL CANADIAN SUPPLIERS AND INCREASE AWARENESS IN CANADA OF MARKET POTENTIAL IN SINGAPORE.

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 1987/88 FOR FRESH APPLES AND FROZEN VEGETABLES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 013 SEEDS & SPECIAL CROPS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	80.00M	\$ 76.00M	\$ 80.70M	\$ 74.60M
Canadian Exports \$	14.00M	\$ 12.00M	\$ 8.90M	\$ 8.00M
Canadian Share of Import Market	17.50%	15.80%	11.00%	10.70%

Major Competing Countries

Market Share

i) 192 PEOPLE'S REP OF CHINA	041 %
ii) 344 MALAYSIA	026 %

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) SOYABEANS	\$ 17.00 M
ii) YELLOW SPLIT PEAS	\$ 10.00 M
iii) WHITE PEA BEANS	\$ 7.00 M
iv) SUNFLOWER SEEDS	\$ 3.00 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:
 1. SOME QUALITY CONTROL PROBLEMS.
 2. INCONSISTENT SHIPPING TIME 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 CLOSER CONTACTS WITH MAJOR IMPORTERS.

Results Expected: IMPROVE ACCESS FOR CANADIAN PRODUCTS TO LOCAL MARKET.

Activity: ENHANCE IMAGE OF RELIABILITY OF CANADIAN PRODUCTS THROUGH FOLLOW-UPS WITH PARTIES INVOLVED IN EXISTING CONTRACTS WHERE PRODUCT QUALITY IS 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 IMPROVEMENT IN FY 1987/88 OF CDN MARKET SHARE FOR SOYABEANS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 021 FISH & SHELLFISH & OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	150.00M	\$ 141.00M	\$ 115.00M	\$ 109.00M
Canadian Exports \$	7.00M	\$ 5.00M	\$ 0.20M	\$ 0.30M
Canadian Share of Import Market	4.70%	2.80%	0.15%	0.26%

Major Competing Countries

Market Share

i) 434 TAIWAN	039 %
ii) 520 THAILAND	012 %
iii) 344 MALAYSIA	011 %
iv) 265 JAPAN	011 %
v) 553 UNION OF SOVIET SOC REP	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) SMOKED FROZEN SALMON	\$ 2.60 M
ii) CLAMS	\$ 5.00 M
iii) DRIED SQUID	\$ 9.00 M
iv) LOBSTER	\$ 3.00 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

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
- 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: TO FOLLOW-UP ON OPPORTUNITIES REVEALED BY RECENTLY COMPLETED MARKET STUDY.

Results Expected: NOTIFY POTENTIAL CANADIAN SUPPLIERS AND INCREASE AWARENESS IN CANADA OF MARKET POTENTIAL IN SINGAPORE.

Activity: TO FOLLOW-UP ON CONTACTS MADE AND PRODUCTS PRESENTED DURING RECENT FOOD PACIFIC '86 EXHIBITION.

Results Expected: INCREASING CANADIAN MARKETS 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 1987/88 OF CANADIAN MARKET SHARE.

Export and Investment Promotion Planning System

87/88 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) \$	80.00M	\$ 74.00M	\$ 81.00M	\$ 75.00M
Canadian Exports \$	15.00M	\$ 12.60M	\$ 8.90M	\$ 8.10M
Canadian Share of Import Market	18.80%	17.00%	11.00%	10.80%

Major Competing Countries

Market Share

i) 192 PEOPLE'S REP OF CHINA	041 %
ii) 214 INDONESIA	023 %
iii) 344 MALAYSIA	014 %

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) SUNFLOWER SEED OIL	\$ 1.00 M
ii) RAPESEED OIL	\$ 1.00 M
iii) LINSEED OIL	\$ 1.60 M
iv) SOYABEAN OIL	\$ 20.00 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 4% IN FY 1987/88.

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 FY 1987/88.

Export and Investment Promotion Planning System

87/88 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 & MARINE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1750.00M	\$ 1701.90M	\$ 1799.10M	\$ 1619.00M
Canadian Exports \$	7.00M	\$ 6.80M	\$ 9.00M	\$ 4.90M
Canadian Share of Import Market	0.40%	0.40%	0.50%	0.30%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 112 FRANCE	008 %
iii) 051 UNITED KINGDOM	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

i) AIRCRAFT ENGINE AND PARTS	\$ 828.10 M
ii) AIRCRAFT ASSEMBLIES EQUIPMENT	\$ 784.30 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: COMPLETE MARKET SURVEY FOR MILITARY AEROSPACE SECTOR.

Results Expected: TO IDENTIFY MARKET OPPORTUNITIES AND NOTIFY POTENTIAL CANADIAN SUPPLIERS.

Activity: CONTINUE TO DEVELOP CLOSER CONTACTS WITH PROCUREMENT AND TECHNICAL STAFF IN THE INDUSTRY.

Results Expected: STIMULATE IMPROVEMENT OF CANADIAN MARKET SHARE.

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

87/88 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 & VEHICLES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	170.00M	\$ 164.00M	\$ 87.40M	\$ 160.80M
Canadian Exports \$	30.00M	\$ 26.10M	\$ 4.20M	\$ 2.70M
Canadian Share of Import Market	17.70%	15.90%	4.80%	1.70%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	025 %
ii) 051 UNITED KINGDOM	020 %
iii) 128 GERMANY WEST	020 %
iv) 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) MILITARY WEAPONS	\$ 90.50 M
ii) VEHICLES	\$ 65.00 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

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 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 SUPPLIER HAVE SUFFICIENT NOTICE OF UPCOMING OPPORTUNITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 005 COMM. & INFORM. EQP. & 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) \$	271.60M	\$ 251.50M	\$ 223.10M	\$ 218.00M
Canadian Exports \$	9.20M	\$ 7.00M	\$ 7.70M	\$ 6.70M
Canadian Share of Import Market	3.40%	2.80%	3.50%	3.10%

Major Competing Countries

Market Share

i) 265 JAPAN	046 %
ii) 577 UNITED STATES OF AMERICA	017 %
iii) 051 UNITED KINGDOM	007 %
iv) 112 FRANCE	003 %
v) 128 GERMANY WEST	003 %
vi) 616 OTHER COUNTRIES	025 %

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) RADIO AND RADAR EQUIPMENT	\$ 34.30 M
ii) TRANSMITTERS AND TRANSMITTER-RECEIVERS	\$ 30.90 M
iii) TELEGRAPHIC APPARATUS	\$ 30.60 M
iv) TELEPHONIC AND TELEGRAPHIC APPARATUS	\$ 24.20 M
v) TELEPHONE SETS	\$ 19.60 M
vi) TELEPHONE WIRE	\$ 16.70 M
vii) PARTS OF OTHER TELECOM APPARATUS	\$ 15.70 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 FIBRE OPTICS PROJECT
Approximate Value: \$ 52.2 M
Financing Source: 013 NFR
For further info. please contact:
FRANK QUAH, TLX: RS 21277 DOMCAN

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.

ii) Project Name: UPGRADING BY TELECOMS TO DIGITAL SWITCHING EXCHANGES

Approximate Value: \$ 64.4 M

Financing Source: 013 NFR

For further info. please contact:

FRANK GUAH, TLX: RS 21277 DOMCAN

iii) Project Name: UPGRADING OF CUSTOMER SERVICES EQUIPMENT BY TELECOMS

Approximate Value: \$ 33.7 M

Financing Source: 013 NFR

For further info. please contact:

FRANK GUAH, TLX: RS 21277 DOMCAN

iv) Project Name: IMPLEMENTATION BY TELECOMS OF NEW TRANSMISSION SERVICES

Approximate Value: \$ 24.5 M

Financing Source: 013 NFR

For further info. please contact:

FRANK GUAH, TLX: 21277 DOMCAN

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 officer 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

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: 'COMPLETE 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 PARTICIPATES SUCCESSFULLY IN THE PILOT PROJECT.

Activity: FOLLOW-UP WITH SINGAPORE TELECOMS OFFICIALS ON THEIR PLANNED INFORMATION NETWORKING SYSTEM.

Results Expected: ENSURE THAT CAPABLE CANADIAN COMPANIES ARE AWARE OF THIS OPPORTUNITY AND WELLPLACED TO TAKE ADVANTAGE OF IT

Activity: PURSUE THE SECOND PHASE OF THE VIDEOTEX TERMINALS PROJECT.

Results Expected: ENSURE THAT POTENTIAL CDN HARDWARE SUPPLIERS ARE GIVEN ALL PERTINENT INFO & ASSISTANCE TO ENABLE THEM TO PARTICIPATE SUCCESSFULLY IN THIS PROJECT.

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 TWO PRODUCT SEMINARS FOR POTENTIAL CUSTOMERS AND REPRESENTATIVES.

Results Expected: INCREASE GENERAL AWARENESS THAT CDA IS AMONG THE WORLD LEADERS IN TELECOMMUNICATIONS TECHNOLOGY & SPECIFICALLY TO INCREASE SALES OF THESE PRODUCTS.

Activity: SINGAPORE TELECOMS OFFICIALS WILL ATTEND ITU CONFERENCE IN VANCOUVER JULY/88. PLAN TO ARRANGE FOR THESE OFFICIALS TO MEET RELEVANT CANADIAN COMPANIES WHILE IN CANADA.

Results Expected: FAMILIARISE SINGAPORE TELECOMS OFFICIALS WITH CANADIAN TELECOMMUNICATION CAPABILITIES.

Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

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: GATHER MARKET INTELLIGENCE FROM SINGAPORE TELECOMS OFFICIALS IN A TIMELY MANNER.

Results Expected: CDN COMPANIES WILL BECOME AWARE OF UPCOMING TENDERS & PROJECTS, AND HAVE SUFFICIENT TIME TO PREPARE PROJECT PROPOSALS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

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

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	170.00M	\$ 120.00M	\$ 90.00M	\$ 65.00M
Canadian Exports \$	0.80M	\$ 0.50M	\$ 0.30M	\$ 0.00M
Canadian Share of Import Market	0.50%	0.40%	0.30%	0.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 051 UNITED KINGDOM	020 %
iii) 011 AUSTRALIA	020 %
iv) 616 OTHER COUNTRIES	030 %

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) MICROS SOFTWARE	\$ 7.20 M
ii) MINI SOFTWARE	\$ 30.50 M
iii) MAINFRAME SOFTWARE	\$ 26.90 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 SYSTEM

Approximate Value: \$ 5 M

Financing Source: 013 NFR

For further info. please contact:

FRANK GUAH, TLX: RS 21277 DOMCAN

ii) Project Name: FOREX AND TRADERS SYSTEM

Approximate Value: \$ 3 M

Financing Source: 013 NFR

For further info. please contact:

FRANK GUAH, TLX: RS 21277 DOMCAN

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:

- 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 WITH GOVERNMENT OFFICIALS ON THEIR PASSPORT SYSTEM PROJECT.

Results Expected: ENSURE THE PARTICIPATION IN THIS PROJECT BY AT LEAST ONE CANADIAN COMPANY.

Activity: CONTINUE TO IDENTIFY AND LIAISE WITH LOCAL COMPANIES PROVIDING DATABASE SYSTEMS.

Results Expected: INCREASE THE MARKET SHARE OF CANADIAN DATABASE SOFTWARE COMPANIES.

Activity: CONTINUE TO DEVELOP CONTACTS WITH NATIONAL COMPUTER BOARD OFFICIALS.

Results Expected: AN INCREASE IN THE LEVEL OF AWARENESS OF CDN COMPUTER SOFTWARE CAPABILITIES.

Export and Investment Promotion Planning System

MISSION: 512 SINGAPORE

COUNTRY: 467 SINGAPORE

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 NETWORKING AND TRADERS SYSTEM REQUIREMENTS.

Results Expected: INCREASE CANADIAN COMPANIES OPPORTUNITIES TO BID ON THE PROJECTS.

Activity: PRODUCTS PRESENTATIONS TO LOCAL BUYERS, AGENTS, DISTRIBUTORS, INSTITUTIONS, ETC.

Results Expected: INCREASE CANADIAN SUPPLIERS VISITS AND INCREASE SALES.

Activity: FOLLOW UP ON MARKET OPPORTUNITIES REVEALED BY THE RECENTLY COMPLETED MARKET REPORT.

Results Expected: NOTIFY POTENTIAL CLIENTS OF RELEVANT CDN SUPPLIERS & INCREASE CDN MARKET SHARE FOR COMPUTER SOFTWARE.

Export and Investment Promotion Planning System

87/88 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) \$	1026.00M	\$ 828.00M	\$ 1178.00M	\$ 1073.00M
Canadian Exports \$	1.30M	\$ 1.10M	\$ 1.10M	\$ 0.70M
Canadian Share of Import Market	0.10%	0.10%	0.10%	0.10%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	081 %
ii) 112 FRANCE	015 %
iii) 128 GERMANY WEST	001 %

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) AIRCRAFT ENGINES AND PARTS	\$ 433.60 M
ii) AIRCRAFT ASSEMBLIES EQUIPMENT	\$ 336.30 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
- 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: FOLLOW-UP ON MARKET OPPORTUNITIES HIGHLIGHTED IN RECENTLY COMPLETED MARKET STUDY, AND INFORM CANADIAN COMPANIES OF AVAILABILITY OF STUDY.

Results Expected: AN INCREASE IN CDN 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 FY 1987/88 OF CANADIAN MARKET SHARE.

Export and Investment Promotion Planning System

87/88 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) \$	320.00M	\$ 312.00M	\$ 274.00M	\$ 318.00M
Canadian Exports \$	35.00M	\$ 28.00M	\$ 18.00M	\$ 24.00M
Canadian Share of Import Market	11.00%	9.00%	6.60%	7.60%

Major Competing Countries

Market Share

i) 265 JAPAN	022 %
ii) 577 UNITED STATES OF AMERICA	013 %
iii) 507 SWEDEN	013 %
iv) 011 AUSTRALIA	004 %
v) 504 FINLAND	004 %
vi) 051 UNITED KINGDOM	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) NEWSPRINT	\$ 45.70 M
ii) WRAP PAPER	\$ 0.70 M
iii) LINER BOARD	\$ 59.40 M
iv) PRINTING/WRITING PAPER	\$ 106.00 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: 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: COMPLETE MARKET SURVEY FOR PULP AND PAPER PRODUCTS.

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: PRESENTATIONS 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

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 512 SINGAPORE

Market: 467 SINGAPORE

Sector: 011 OIL & 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) \$	375.00M	\$ 380.00M	\$ 405.00M	\$ 385.00M
Canadian Exports \$	2.60M	\$ 3.00M	\$ 4.00M	\$ 3.90M
Canadian Share of Import Market	0.70%	0.80%	1.00%	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
- ii) CONSULTING SERVICES
- iii) CONSUMABLE ITEMS

\$ 50.00 M

\$ 10.00 M

\$ 300.00 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
- 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

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 CDN DESIGNED EQUIPMENT

Activity: CONTINUE TO LIAISE WITH LOCAL REFINERY OPERATORS AND ENSURE THAT THEY ARE AWARE OF CANADIAN EXPERTISE.

Results Expected: AN INCREASE IN SALES OF POLLUTION AND PROCESS CONTROL EQUIPMENT.

Activity: FOLLOW-UP ON MARKET OPPORTUNITIES HIGHLIGHTED IN RECENTLY COMPLETED MARKET STUDY, AND INFORM CANADIAN COMPANIES OF AVAILABILITY OF STUDY.

Results Expected: AN INCREASE IN CANADIAN MARKET PENETRATION, AND AN INCREASED AWARENESS IN CANADA OF LOCAL 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: 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 ASEAN AND ENSURE THAT THEY ARE AWARE OF CANADIAN EXPERTISE.

Results Expected: AN INCREASE IN REGIONAL MARKET PENETRATION IN CONJUNCTION WITH SINGAPORE COMPANIES.

Export and Investment Promotion Planning System

87/88 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) \$	430.00M	\$ 417.00M	\$ 394.00M	\$ 425.00M
Canadian Exports \$	5.00M	\$ 3.00M	\$ 2.00M	\$ 9.00M
Canadian Share of Import Market	1.10%	0.70%	0.50%	2.00%

Major Competing Countries

Market Share

i) 265 JAPAN	030 %
ii) 577 UNITED STATES OF AMERICA	021 %
iii) 434 TAIWAN	010 %
iv) 189 HONG KONG	007 %
v) 192 PEOPLE'S REP OF CHINA	005 %
vi) 128 GERMANY WEST	004 %

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	\$ 5.40 M
ii) OTHER INDOOR GAMES	\$ 16.80 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 OF 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: COMPLETE MARKET SURVEY FOR LEISURE PRODUCTS.

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.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 512 SINGAPORE		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
024 MISSION INCOMING DEFENCE PROCUREMENT MISSION FROM SINGAPORE		1187
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS ASIAN AEROSPACE '88-SINGAPORE	SINGAPORE	0188
ASIA TELECOM '87 - SINGAPORE	SINGAPORE	0587
024 MISSION INCOMING MISSION FROM SINGAPORE ON SOFTWARE	TORONTO	0000
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS OFFSHORE SOUTHEAST ASIA '88	SINGAPORE	0188
024 MISSION INCOMING AUTOMOTIVE ACCESSORIES IMPORTERS MISS. FM SI AUTOMOTIVE ACCESSORIES IMPORTERS MISSION		0687 0687
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS SINGAPORE INT'L FURNITURE SHOW '87, SINGAPORE	SINGAPORE	1087
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS ASIA PRINT/PACK '87-SINGAPORE	SINGAPORE	0687
020 MISSION OUTGOING WOODWORKING EQUIPMENT MISSION TO S. E. ASIA		0487
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

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	1188
FOOD HOTEL ASIA	SINGAPORE	0588
020 MISSION OUTGOING		
SOYABEAN GROWERS MISSION	SINGAPORE	1288
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
020 MISSION OUTGOING		
PACIFIC FISH EXPORTERS MISSION	SINGAPORE	0289
ATLANTIC FISH EXPORTERS MISSION	SINGAPORE	0189
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING		
DEFENCE PRODUCTS MISSION	SINGAPORE	1188
024 MISSION INCOMING		
DEFENCE PRODUCTS MISSION		0688
Sector: 005 COMM. & INFORM. EGP. & SERV		
010 FAIRS		
INFORMATICS 88	SINGAPORE	0688
INFORMATICS 89	SINGAPORE	0989
COMMUNICASIA 88	SINGAPORE	0688
024 MISSION INCOMING		
TELECOMMUNICATIONS		0189
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS		
OSSEA	SINGAPORE	0190
Sector: 013 CONSUMER PRODUCTS		
024 MISSION INCOMING		
SPORTING GOOD BUYERS		0688
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS		
TRAINING & EDUCATION ASEAN	SINGAPORE	0688

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 512 SINGAPORE		
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS ASIA PRINT/ASIA PACK	SINGAPORE	0689
Sector: 017 SERVICE INDUSTRIES		
024 MISSION INCOMING INVESTMENT COUNSELLORS MISSION		0588
Sector: 999 MULTIPLE SECTORS		
010 FAIRS HITEC 89		0389
024 MISSION INCOMING PROC 89		0389

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 519 SEOUL

Country: 268 KOREA

KOREAS REAL GROWTH RATE IS 1986 WILL EXCEED 12%, MORE THAN TWICE THE PERCENT GROWTH IN 85. THE ECONOMIC EXPANSION HAS BEEN EXPORT-LED, STIMULATED BY LOWER ENRGY PRICES, LOWER INTEREST RATES AND LOWER WON VALUE AGAINST THE YEN. INFLATION WILL BE UNDER 3% AND UNEMPLOYMENT WILL FALL TO ABOUT 4%. KOREA WILL HAVE A CURRENT ACCOUNT SURPLUS OF USDLRS 4.5 BILLION, INCLUDING A TRADE SURPLUS OF USDLRS 2 BILLION TO TOTAL US DLRS 46 BILLION AT THE END OF 87. THE KOREAN GOVT HAS COMMITTED ITSELF TO REDUCING THE US DLRS 6 BILLION TRADE DEFICIT WITH JAPAN. MUCH OF KOREAS FASTEST GROWING EXPORT PRODUCTS, IN PARTICULAR AUTOMOBILES AND CONSUMER ELECTRONICS, DEPENDS ON JAPANESE COMPONENTS AND TECHNOLOGY. THE PLAN AIMS TO SHIFT IMPORT SOURCES TO USA, CDA AND EUROPE AND/OR TO LOCALIZED PRODUCTION. BOTH OF THESE OBJECTIVES SHOULD PROVIDE OPPORTUNITIES TO CDN SUPPLIERS FOR DIRECT SALES, JOINT VENTURES, LICENSING OR OTHER FORMS OF TECHNOLOGY TRANSFER. THE GOVT HAS RECOGNIZED THE NEED TO BALANCE AND DIVERSIFY THE ECONOMY AWAY FROM ITS CURRENT DOMINANCE BY A FEW LARGE GROUPS, AND IS DOING SO THROUGH A PROGRAM OF SUPPORT TO SMALL AND MEDIUM INDUSTRIES. ANOTHER KEY FEATURE OF THE TRADING ENVIRONMENT HAS BEEN THE USA PRESSURES TO OPEN DOMESTIC MARKETS IN RESPONSE TO A US DLRS 7 BN. DEFICIT. PARA OUR NUMBER ONE TRADE PRIORITY WILL BE TO CONTINUE OUR EFFORTS TO OBTAIN FIRM COMMITMENTS FROM KOREA TO ADDRESS THE PERSISTENT TRADE IMBALANCE. KOREA REMAINS CDAS SECOND LARGEST TRADING PARTNER IN THE PACIFIC RIM AND OUR EIGHTH LARGEST MARKET WORLDWIDE. CDN EXPORTS WILL BE INCREASED BY ABOUT 15% TO DLRS 900 MILLION IN 1986. KOREAN EXPORTS WILL ALSO INCREASE TO ABOUT DLRS 1.75 BILLION BUT THE TRADE DEFICIT SHOULD STABILIZE, AFTER DOUBLING IN EACH THE LAST THREE YEARS. CDA IS EQUALLY IMPORTANT TO KOREA BEING ITS 4TH LARGEST TRADING PARTNER. HOWEVER, KOREAS AWARENESS OF CDN SUPPLY CAPABILITIES OUTSIDE OF RESOURCES REMAINS LTD. WE WILL BE DIRECTING KOREAN ATTN TO CDN CAPABILITY IN COMMUNICATIONS, DEFENCE AND OTHER HI-TECH AREAS, TRANSPORTATION SYSTEMS, EQUIPMENT AND COMPONENTS. WE WILL ALSO CONTINUE OUR EFFORTS TO IMPROVE ACCESS FOR COMMODITIES SUCH AS FOREST PRODUCTS, GRAINS, ALFALFA AND OILSEEDS. OUR EFFORTS WILL BE ENHANCED BY THE ASSIGNMENT TO THE EMB OF TWO CDA-BASED AND TWO LOCAL TRADE OFFICERS REPRESENTING THE PROVINCES OF BC AND ONT. THERE WILL ALSO BE A STRONG EMPHASIS ON ENCOURAGING KOREAN INVESTMENT TO CDA IN THE MANUFACTURING AND RESOURCES SECTORS.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. & INFORM. EQP. & SERV

REASONS: THIS IS A FAST GROWING & PRIORITY SECTOR IN KOREA. SIGNIFICANT EXPEND. ARE PLANNED TO UPGRADE COMMUNIC 'NS & INFO. NETWORKS/FACILITIES DURING THE COMING DECADE.

2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: KOREAN DEFENSE EXPEND. CONSTITUTES ALMOST 6% OF GNP, WITH A SIGNIFICANT ALLOCATION TO THE ACQUISITION OF SOPHISTICATED, DEFENSE ARTICLES INCLUDING ADVANCED AIRCRAFT, RADARS & COMMUNICATIONS EQPT. & SYSTEMS.

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

REASONS: THE KOREAN AUTO ASSEMBLY IND. IS EXPERIENCING RAPID GROWTH & IS DEPENDANT ON IMPORTED PARTS & TECH. OF JAPANESE ORIGIN GOVT. POLICY IS TO DIVERSIFY SOURCING AWAY FROM JAPAN.

4. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: LACK OF FORESTRY RESOURCES WILL CONTINUE TO CREATE DEMAND FOR ALL FOREST PRODS. DESPITE LOCAL IMPORT TARIFFS (20% FOR LUMBER) SMALL GAINS HAVE BEEN MADE FOR USE IN FURN. MFTG & MUSICAL.

5. 003 GRAINS AND OILSEEDS

REASONS: TOTAL VALUE OF CEREAL GRAINS & OILSEEDS EXPECTED TO DECREASE FROM \$1.714 MIL IN '85 TO \$1.372 DUE TO DEPRESSED WORLD PRICES.

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

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	10.00M	\$ 10.00M	\$ 13.00M	\$ 55.00M
Canadian Exports \$	0.60M	\$ 0.50M	\$ 2.00M	\$ 16.00M
Canadian Share of Import Market	6.00%	5.00%	12.30%	29.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	057 %
ii) 011 AUSTRALIA	012 %
iii) 265 JAPAN	007 %
iv) 354 NETHERLANDS	001 %

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

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	\$ 1.50 M
ii) RACING HORSES	\$ 1.60 M
iii) HOLSTEIN BULLS	\$ 0.30 M
iv) CHICKEN BREEDING STOCK	\$ 1.70 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 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-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

KOREA HAS BEEN THE SECOND LARGEST CATTLE MARKET FOR CANADA UNTIL
1983, BUT WITH EXCEPTION OF A LIMITED NUMBER OF HOLSTEIN BULLS,
THE MARKET HAS BEEN CLOSED SINCE 1984 DUE TO THE DEPRESSED
DOMESTIC CATTLE PRICES.

Export and Investment Promotion Planning System

MISSION: 519 SEDUL

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 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 MONITOR GOVERNMENT'S POLICY CHANGES FOR LIBERATIZATION OF BEEF AND DAIRY CATTLE.

Results Expected: WITH EXCEPTION OF LTD LUMBER OF HOLSTEIN BULLS, GOVT UNLIKELY TO RESUME CATTLE IMPORT UNTIL 1988.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 021 FISH & SHELLFISH & OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	120.00M	\$ 110.00M	\$ 101.00M	\$ 55.00M
Canadian Exports \$	0.40M	\$ 0.30M	\$ 1.50M	\$ 0.10M
Canadian Share of Import Market	0.30%	0.30%	1.50%	0.20%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	029 %
ii) 434 TAIWAN	009 %
iii) 265 JAPAN	008 %
iv) 410 NORWAY	005 %
v) 001 ARGENTINA	005 %
vi) 370 NEW ZEALAND	003 %

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

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) FROZEN SALMON	\$ 5.00 M
ii) FROZEN HERRING	\$ 32.00 M
iii) FROZEN COD	\$ 7.00 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
- the degree of import duty protection of local industry tends to be moderate

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:

THE IMPORTATION OF HERRING, POLLACK & COD REPRESENTS ABOUT 42% OF TOTAL IMPORT, WHICH WERE IMPORTED MAINLY FOR RE-EXPORT PURPOSE.

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

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

Activity: ASSIST A REPRESENTATIVE OF KOREA TOURIST HOTEL SUPPLY CENTER INC. WHO WILL VISIT VANCOUVER IN NOVEMBER 1986 TO FAMILIARIZE HIMSELF WITH B. C. FISHERY INDUSTRY.

Results Expected: SALES OF APPX. \$0.3 MIL OF FROZEN SALMON PER YEAR.

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 THE KOREAN GOVERNMENT'S POLICY CHANGES FOR LIBERALIZATION OF FISH AND FISHERY PRODUCTS.

Results Expected: UP TO DATE AWARENESS OF NEW MARKET OPPORTUNITIES.

Export and Investment Promotion Planning System

87/88 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) \$	1250.00M	\$ 972.00M	\$ 1269.00M	\$ 1397.00M
Canadian Exports \$	96.00M	\$ 70.00M	\$ 14.00M	\$ 53.00M
Canadian Share of Import Market	7.70%	7.20%	1.10%	3.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	054 %
ii) 011 AUSTRALIA	014 %
iii) 192 PEOPLE'S REP OF CHINA	000 %
iv) 520 THAILAND	001 %

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) MILLING WHEAT	\$ 429.00 M
ii) FEED WHEAT	\$ 183.00 M
iii) RYE	\$ 8.00 M
iv) DEHYDRATED ALFALFA	\$ 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
- other factor(s) described by the Trade Office as follows:

U. S. HAS MONOPOLIZED THE WHEAT SUPPLY UNTIL 1984, BUT AUSTRALIA HAS
SUPPLIED 107,000 M/T OF WHEAT & ARGENTINA HAS SUPPLIED 64,000 M/T
OF WHEAT AS OF THE END OF OCTOBER 1986.

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 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: ASSIST THE CANADIAN WHEAT BOARD IN UNDERTAKING END-USE TESTS FOR 5 DIFFERENT WHEAT VARIETIES IN FEBRUARY 1987 WITH 2 MAJOR FLOUR MILLERS.

Results Expected: SALES OF 200,000 M/T OF MILLING WHEAT PER YEAR IF RESULTS ARE SUCCESSFUL AND PRICES ARE COMPETITIVE.

Activity: CONTINUE TO PRESS THE KOREAN GOVERNMENT FOR LIBERALIZATION OF DEHYDRATED ALFALFA.

Results Expected: SALES OF 30,000 M/T OF ALFALFA PELLETS PER YEAR IF THE PRODUCT IS TO BE LIBERALIZED AND PRICES ARE COMPETITIVE.

Activity: DISTRIBUTE 2,000 COPIES OF DEHYDRATED ALFALFA BROCHURES WHICH ARE PRINTED IN KOREA.

Results Expected: TO SENSITIZE & INCREASE AWARENESS OF MAIN DECISION MAKERS & END-USERS ON AVANTAGES OF CDN 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: FLOW UP THE RESULTS OF THE ENS-USE WHEAT TESTS.

Results Expected: INCREASED AWARENESS OF CDN WHEAT QUALITY AMONG FLOUR MILLERS.

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 LOBBY WITH KOREAN FEED INDUSTRY TO PRESS THE KOREAN GOVERNMENT FOR LIBERALIZATION OF DEHYDRATED ALFALFA.

Results Expected: TO OBTAIN ACCESS TO MARKET FOR ALFALFA.

Activity: SPONSOR DEHYDRATED ALFALFA SEMINAR WITH CANADIAN DEHY ASSOCIATION IF THE KOREAN GOVERNMENT DECIDE TO REMOVE RESTRICTION AND SEND ALFALFA MISSION TO CANADA.

Results Expected: GRADUAL SUBSTITUTION OF ALFALFA PELLETS FOR CORN IN FEED MANUFACTURING.

Export and Investment Promotion Planning System

87/88 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) \$	456.00M	\$ 400.00M	\$ 445.00M	\$ 501.00M
Canadian Exports \$	15.00M	\$ 13.00M	\$ 4.00M	\$ 14.00M
Canadian Share of Import Market	3.20%	3.20%	0.90%	2.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	061 %
ii) 344 MALAYSIA	014 %
iii) 214 INDONESIA	009 %
iv) 047 BRAZIL	007 %
v) 467 SINGAPORE	003 %
vi) 265 JAPAN	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

i) CANOLA SEED	In Canadian \$
ii) CANOLA MEAL	\$ 3.00 M
iii) FLAXSEED	\$ 3.00 M
iv) MUSTARD SEED	\$ 1.00 M
	\$ 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
- the degree of import duty protection of local industry tends to be high

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:

- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
WITH EXCEPTION OF CANOLA SEED WHICH IS AUTHORIZED TO IMPORT ON A QUOTA BASIS (12,000 M/T IN 1986), CANOLA MEAL, FLAXSEED & MUSTARD SEED ARE FREE TO IMPORT. 10% TARIFF APPLIES UP TO 12,000 M/T BUT 40% TARIFF APPLIES TO MORE THAN 12,000 M/T PER YEAR.

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: ESTABLISH NEW CONTACTS WITH END USERS OF IMPORTED CANOLA SEED.

Results Expected: EXPAND MARKET POTENTIAL FOR CANOLA.

Activity: FOLLOW UP DISPOSITION OF IMPORTED CANOLA SEED AND EXTRACTED OILS.

Results Expected: REPORT TO CANADIAN SUPPLIERS ON END-USE 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 VEGETABLE OIL CRUSHERS TO INCREASE IMPORT QUOTA FOR CANOLA SEED.

Results Expected: SALES OF 15,000 M/T OF CANOLA SEED IN 1987.

Activity: ASSIST THE MARKET DEVELOPMENT VISIT BY 100 CANADIAN CANOLA GROWERS IN 1987.

Results Expected: ENHANCED RELATIONSHIP BETWEEN CDN CANOLA GROWERS AND KOREAN END USERS.

Export and Investment Promotion Planning System

87/88 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) \$	560.00M	\$ 546.00M	\$ 490.00M	\$ 400.00M
Canadian Exports \$	45.00M	\$ 40.00M	\$ 12.00M	\$ 6.00M
Canadian Share of Import Market	8.00%	7.30%	2.40%	1.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	090 %
ii) 128 GERMANY WEST	003 %
iii) 112 FRANCE	002 %
iv) 051 UNITED KINGDOM	002 %
v) 237 ITALY	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

	In Canadian \$
i) AIRCRAFT	\$ 0.00 M
ii) RPV'S	\$ 0.00 M
iii) RADARS	\$ 0.00 M
iv) C3 SYSTEMS	\$ 0.00 M
v) RAST 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: ASW PATROL AIRCRAFT
Approximate Value: \$ 200 M
Financing Source: 012 DOM
For further info. please contact:
D.WYNNE TLX: K 27425

ii) Project Name: RADAR PROJECTS
Approximate Value: \$ 100 M
Financing Source: 012 DOM
For further info. please contact:
D.WYNNE TLX: K 27425

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.

iii) Project Name: C3 SYSTEMS

Approximate Value: \$ 20 M

Financing Source: 012 DOM

For further info. please contact:

D. WYNNE TLX: K 27425

iv) Project Name: RPV(REMOTLY PILOTED VEHICLES)

Approximate Value: \$ 13 M

Financing Source: 012 DOM

For further info. please contact:

D. WYNNE TLX: K 27425

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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
OFFSETS, BOTH DIRECT AND INDIRECT ARE IMPOSED ON ALL DEFENSE SALES GREATER THAN \$1M U. S. SALES TO DATE HAVE BEEN MADE BY A FEW 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
- 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: A DEFENSE MARKET STUDY WAS MADE IN 1986. WE ARE IN THE PROCESS OF FOLLOWING UP SPECIFIC OPPOTUNITIES WITH INDIVIDUAL COMPANIES.

Results Expected: ENHANCED RECRUITMENT FOR UPCOMING AFCEA SHOW.
INCREASED BIDDING ON MND CONTRACTS BY CDN COMPANIES.

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: DEVELOPING FURTHER INVENTORY OF SUITABLE AGENTS AND CONTINUE TO DEVELOP CLOSER CONTACT WITH EXISTING AGENTS.

Results Expected: SUPPORT AN UPCOMING MISSION OF AGENTS TO CDA DURING HI-TECH. MORE AGENT AGREEMENTS WITH CANADIAN COMPANIES.

Activity: CONTINUE TO ENCOURAGE THE ROK TO PROCURE CND DEFENSE PRODUCTS AS MEANS OF REDRESSING IN PART THE TRADE IMBALANCE.

Results Expected: IMPROVE CLIMATE FOR CANADIAN DEFENSE 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: CATALOGUE AND VIDEO TAPE PRESENTATION OF CANADIAN DEFENSE PRODUCTS IN NEW TRADE CENTER.

Results Expected: ENCOURAGE INTEREST AMONG MILITARY AND AGENTS IN CANADIAN DEFENSE CAPABILITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 005 COMM. & INFORM. EGP. & 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) \$	4.80M	\$ 4.60M	\$ 3.80M	\$ 2.70M
Canadian Exports \$	0.80M	\$ 0.00M	\$ 0.00M	\$ 0.01M
Canadian Share of Import Market	16.70%	0.00%	0.00%	0.37%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	028 %
ii) 265 JAPAN	018 %
iii) 128 GERMANY WEST	016 %
iv) 051 UNITED KINGDOM	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

i) METEOROLOGICAL EQUIP.	\$ 1.44 M
ii) IMAGE PROCESSING	\$ 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: UPGRADING OF METEOROLOGICAL OBSERVATORY
STATIONS

Approximate Value: \$ 5 M

Financing Source: 012 DOM

For further info. please contact:

S. M. KIM TLX K27425

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).

- 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
- 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 OF CDN OPPORTUNITY.

Activity: FOLLOW UP FOR KAIST SHOW AND CONFERENCE (ASIAN CONFERENCE OF REMOTE SENSING)

Results Expected: ENHANCED CONTACTS WITH R. S. 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: HOLD A CATALOGUE SHOW ON REMOTE SENSING PRODUCTS/SERVICES FOR POTENTIAL AGENTS AND ENDUSERS.

Results Expected: INCREASE NUMBER OF ACTIVE AGENTS REPRESENTING CDN FIRMS IN THIS SUBSECTOR (CURRENTLY 2).

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: PREPARE A REPORT ON KOREAN REMOTE SENSING SECTOR'S CURRENT STATUS AND PROSPECTS.

Results Expected: INCREASED INTEREST & ACTIVITY IN THIS MARKET BY CDN FIRM.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 005 COMM. & INFORM. EQP. & 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) \$	480.00M	\$ 492.00M	\$ 526.40M	\$ 458.30M
Canadian Exports \$	31.00M	\$ 26.00M	\$ 23.50M	\$ 22.20M
Canadian Share of Import Market	6.50%	5.30%	4.50%	4.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	035 %
ii) 507 SWEDEN	017 %
iii) 265 JAPAN	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) PUBLIC TELEPHONE EXCHANGE	\$ 241.00 M
ii) CARRIER EQUIPMENT	\$ 15.00 M
iii) PABX	\$ 8.00 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 PUBLIC TELEPHONE EXCHANGE (INCREMENTAL)

Approximate Value: \$ 250 M

Financing Source: 012 DOM

For further info. please contact:

DAVID WYNNE TLX: K 27425 J. SMIRLE

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).

- 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

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: ONGOING ASSISTANCE TO CDN FIRMS TO PENETRATE KOREAN PUBLIC TELEPHONE SWITCH MARKET.

Results Expected: INCLUSION OF A CDN FIRM IN LOCAL PUBLIC SWITCH COMPETITION.

Activity: FOLLOW UP ON DATA COMM SEMINAR IN FY 86/87

Results Expected: INCREASE OPPORTUNITY FOR CDN FIRMS TO SELL MORE DATA COMM PRODUCTS/SERVICES IN FY 87/88.

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 FOR CANADIAN EQUIPMENT (OTHER THAN SWITCHGEAR).

Results Expected: INTERESTED NUMBER OF AGENTS.

Activity: PREPARE FOR DATACOMM & INFORMATICS MISSION

Results Expected: INCREASED NUMBER OF CONTACTS & POTENTIAL AGENTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

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

Subsector: 055 BROADCASTING (INC CATV)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	18.00M	\$ 12.20M	\$ 12.90M	\$ 13.00M
Canadian Exports \$	0.80M	\$ 0.00M	\$ 0.38M	\$ 0.10M
Canadian Share of Import Market	4.40%	0.00%	2.90%	0.07%

Major Competing Countries

Market Share

i) 265 JAPAN	061 %
ii) 577 UNITED STATES OF AMERICA	017 %
iii) 112 FRANCE	006 %
iv) 354 NETHERLANDS	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

i) CABLE TV EQUIP.

Current Total Imports
In Canadian \$
\$ 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: CABLE TV BROADCASTING
Approximate Value: \$ 1.5 M
Financing Source: 012 DOM
For further info. please contact:
S.M. KIM TLX 27425

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

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

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: TRACKING OF LEGISLATIVE CHANGES ON CABLE TV BROADCASTING.

Results Expected: IF LEGISLATED, THE CABLE TV MARKET WILL BE GENERATED FROM FY 87/88.

Activity: COLLECT INFO ON POTENTIAL FIRMS WITH INTEREST IN CABLE TV BUSINESS.

Results Expected: IDENTIFY POSSIBLE AREA OF CDN FIRMS 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: HOLD A CATALOGUE SHOW ON CDN CABLE TV PRODUCTS/SERVICES.

Results Expected: APPOINTS NUMBER OF ACTIVE LOCAL AGENTS IN THIS SUBSECTOR IN FY 87/88.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 006 ELECTRONICS EQUIP. & 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) \$	871.00M	\$ 726.00M	\$ 568.00M	\$ 483.00M
Canadian Exports \$	1.50M	\$ 1.00M	\$ 1.00M	\$ 0.50M
Canadian Share of Import Market	0.20%	0.10%	0.20%	0.10%

Major Competing Countries

Market Share

i) 265 JAPAN	041 %
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) ELECTRIC- ELECTRONIC TEST & MEASURING INST.	\$ 401.00 M
ii) MEASURING AND CONTROLLING INST.	\$ 42.00 M
iii) SCIENTIFIC AND ANALYTICAL INST.	\$ 27.00 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 CONSIDERABLE 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

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 THE LIST OF 235 COMMODITIES RECENTLY RELEASED BY KOREAN GOVT FOR PURSUING EARLY DIVERSION OF CURRENT IMPORT SOURCES FROM JAPAN TO AMERICAN/EUROPEAN COUNTRIES IN AN EFFORT TO AMEND KOREA'S SERIOUS TRADE DEFICIT WITH JAPAN.

Results Expected: LIST UP PRODUCTS FOR WHICH CDN SUPPLIERS COULD COMPETE IN REPLACING CURRENT JAP. SOURCES.

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 A COMPREHENSIVE MARKET STUDY TO BE DONE.

Results Expected: IDENTIFY SPECIFIC AREA/PRODUCTS OF CDN EXPORT POTENTIAL TO KOREA & PROVIDE BASIC INFO FOR INITIATING MARKETING ACTIVITIES.

Activity: HOLD A CATALOG/PRODUCT SHOW AT THE EMBASSY TRADE INFO CENTER.

Results Expected: INTRODUCE EFFICIENTLY NUMBER OF SPECIFIC CDN PRODUCTS TO LOCAL INTERESTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

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) \$	500.00M	\$ 464.00M	\$ 430.00M	\$ 472.00M
Canadian Exports \$	35.00M	\$ 30.00M	\$ 24.50M	\$ 12.30M
Canadian Share of Import Market	7.00%	6.40%	5.70%	2.50%

Major Competing Countries

Market Share

i) 265 JAPAN	070 %
ii) 128 GERMANY WEST	010 %
iii) 577 UNITED STATES OF AMERICA	009 %
iv) 075 CANADA	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) AUTOMOTIVE ELECTRONICS	\$ 20.00 M
ii) FUEL INJECTION PUMPS	\$ 25.00 M
iii) AXLES	\$ 5.80 M
iv) METAL ALLOY COMPONENTS	\$ 9.10 M
v) BRAKE ASSEMBLY & COMPONENTS	\$ 6.00 M
vi) RODS, BOLTS, BEARINGS	\$ 7.00 M
vii) AUTOMOTIVE GLASS	\$ 6.30 M
viii) TIRES	\$ 16.00 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 high

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:

- 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

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
- 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: INCREASE LOCAL AWARENESS OF CDN AUTOMOTIVE PARTS SUPPLIERS THROUGH JOINT ACTIVITIES WITH THE KOREAN AUTOMOTIVE INDUSTRIES COOPERATIVE ASSOCIATION.

Results Expected: SUPPORT TO INCOMING PARTS MISSION NOV. 86.
SIGNING OF FIRST TECHNICAL EXCHANGE/J.V.
AGREEMENT IN THE AUTOMOTIVE SECTOR.

Activity: CONTINUE TO EXPAND CONTACTS WITH HYUNDAI, DAEWOO, KIA AND SSANGYONG DONG-A FOREIGN PROCUREMENT STAFF.

Results Expected: DIVERSIFICATION OF PARTS & COMPONENTS SOURCED IN CDA TO INCLUDE ELECTRONICS & PLASTICS AS WELL AS TRADITIONAL GLASS AND TIRES.

Activity: FOLLOW UP WITH KOREAN PARTS COMPANIES WHO PARTICIPATED IN NOV. 86 INCOMING AND OUTGOING MISSIONS.

Results Expected: IDENTIFY SHORTLIST OF KOREAN PARTS FIRMS WITH INTEREST & CAPABILITY TO INVEST OR ESTABLISH J.V. WITH CDN PARTS AND 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: MONITOR CLOSELY THE DEVELOPMENT & IMPLEMENTATION OF THE KOREAN IMPORT SUBSTITUTION & FOREIGN SUPPLIER DIVERSIFICATION PROGRAM FOR AUTOMOTIVE COMPONENTS.

Results Expected: ENSURE CONTINUED ACCESS FOR EXISTING SUPPLIERS & PROVIDE BETTER INTELLIGENCE ON EMERGING OPPORTUNITIES FOR CDN PARTS AND SUPPLIERS.

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: SECTORAL INVESTMENT AND TECHNOLOGY EXCHANGE SEMINAR FOR AUTOMOTIVE PARTS.

Results Expected: INCREASED LOCAL AWARENESS OF CDN INVESTMENT OPPORTUNITIES AND TECHNOLOGY IN THE AUTOMOTIVE SECTOR.

Activity: ESTABLISH STRONGER BACKGROUND IN AND REPORT ON KOREAN INDUSTRIAL POLICY PARTICULARLY AS IT PERTAINS TO THE AUTOMOTIVE SECTOR.

Results Expected: IDENTIFY POLICY TRENDS & GOVERNMENT PROGRAMS WHICH CAN ASSIST CDN PARTS PRODUCERS IN ENTERING MARKET OR ESTABLISHING RELATIONSHIP WITH KOREAN PRODUCERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

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) \$	32.80M	\$ 35.00M	\$ 39.20M	\$ 48.00M
Canadian Exports \$	3.00M	\$ 0.00M	\$ 0.70M	\$ 0.00M
Canadian Share of Import Market	9.15%	0.00%	1.70%	0.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 128 GERMANY WEST	020 %
iii) 265 JAPAN	010 %
iv) 051 UNITED KINGDOM	001 %
v) 507 SWEDEN	001 %

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) LRC EQUIPMENT	\$ 0.00 M
ii) SIGNALLING	\$ 3.50 M
iii) ANCILLERY	\$ 12.00 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: LRC HIGH SPEED TRAIN
Approximate Value: \$ 30 M
Financing Source: 012 DOM
For further info. please contact:
D. WYNNE TLX: K 27425

ii) Project Name: SIGNALLING EQUIPMENT
Approximate Value: \$ 1.2 M
Financing Source: 012 DOM
For further info. please contact:
D. WYNNE TLX: K 27425

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.

- iii) Project Name: SPECIALIZED EQUIPMENT
Approximate Value: \$ 2.3 M
Financing Source: 012 DOM
For further info. please contact:
D. WYNNE TLX: K 27425

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

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:

- 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 TO CDN PRESENTATION (JULY 86) ON LRC TECHNOLOGY TO DAEWOO & KOREAN RAILWAY.

Results Expected: SUSTAIN KOREAN INTEREST IN CANADIAN LRC TECHNOLOGY.

Activity: IDENTIFY SPECIFIC OPPS IN FIVE YEAR PLAN AND IN DISCUSSION WITH RAIL AUTHORITIES.

Results Expected: WIDEN POSSIBLE INCOMING MISSION ON LRC TO INCLUDE OTHER 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: CATALOGUE PRESENTATIONS TO VARIOUS RAIL AUTHORITIES.

Results Expected: OBTAIN DETAILED INFORMATION ON UPCOMING REQUIREMENTS.

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: CATALOGUE EXHIBIT FOR POTENTIAL AGENTS IN TRADE CENTER.

Results Expected: INCREASED AWARENESS AMONG AGENTS OF CANADIAN CAPABILITIES.

Export and Investment Promotion Planning System

87/88 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) \$	724.00M	\$ 758.00M	\$ 797.00M	\$ 908.00M
Canadian Exports \$	10.00M	\$ 9.00M	\$ 8.80M	\$ 12.50M
Canadian Share of Import Market	1.40%	1.20%	1.10%	1.40%

Major Competing Countries

Market Share

i) 344 MALAYSIA	037 %
ii) 577 UNITED STATES OF AMERICA	032 %
iii) 016 NEW GUINEA	014 %
iv) 068 CHILE	007 %
v) 021 SOLOMON ISLANDS	003 %
vi) 370 NEW ZEALAND	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	\$ 9.00 M
ii) PARTICLE BOARD	\$ 10.00 M
iii) LUMBER	\$ 16.00 M
iv) PLYWOOD/SHAKE	\$ 15.00 M
v) SOFTWOOD LOG	\$ 5.00 M
vi) HARDWOOD LOGS	\$ 605.00 M
vii) MEDIUM DENSITY BOARD	\$ 5.00 M
viii) WOOD CHIPS	\$ 11.00 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 high
- 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:

- 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

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: SUPPORT CANADIAN/SHAKE/SHINGLE DISPLAY EXHIBITION BOOTS AT THE CONSTRUCTION MATERIAL DISPLAY CENTER AT KOREA HOUSING ASSOCIATION

Results Expected: AWARENESS OF CANADIAN CEDAR FOR HOUSE CONSTRUCTION MATERIAL.

Activity: PROMOTE SALE OF MEDIUM DENSITY BOARD (MDF) TO KOREAN MARKET.

Results Expected: INCREASE SALE OF LOCAL MDF MARKET.

Activity: PROMOTE BUILDING OF A CANADIAN TFH MODEL HOME IN SEOUL.

Results Expected: HAVE A PERMANENT CANADIAN TFH EXHIBITION CENTER.

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: PUBLISH CANADIAN TIMBER FRAME TECHNICAL ARTICLES IN LOCAL HOUSING MAGAZINE.

Results Expected: BUILDING OF TIMBER FRAME HOUSES IN KOREA.

Export and Investment Promotion Planning System

87/88 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) \$	510.00M	\$ 500.00M	\$ 497.00M	\$ 491.00M
Canadian Exports \$	64.00M	\$ 58.00M	\$ 52.00M	\$ 43.00M
Canadian Share of Import Market	12.50%	11.60%	10.40%	8.70%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	035 %
ii) 507 SWEDEN	010 %
iii) 068 CHILE	010 %
iv) 504 FINLAND	008 %
v) 192 PEOPLE'S REP OF CHINA	007 %
vi) 644 SWAZILAND	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) BLEACHED KRAFT PULP	\$ 143.00 M
ii) SULPHATE K. P.	\$ 11.00 M
iii) DISSOLVING GRADE PULP	\$ 10.00 M
iv) KRAFT PAPER	\$ 10.00 M
v) KRAFT COATED PAPERBOARD	\$ 14.00 M
vi) UNBLEACHED K. PULP	\$ 55.00 M
vii) WASTE PAPER ONPOCC	\$ 90.00 M
viii) NEWSPRINT	\$ 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: DONG HAE CHEMICAL PULP MILL EXPANSION
Approximate Value: \$ 150 M
Financing Source: 012 DOM
For further info. please contact:
R. HOLLAND EMBASSY TLX: K 27425

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).

- 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 unsuitability of Canadian products for this market
- other factor(s) described by the Trade Office as follows:
SHORT SUPPLY OF HARDWOOD BKP UKP

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
- 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 LOCAL PAPER COMPANY'S INTEREST IN PULP & NEWSPRINT MILL INVESTMENT.

Results Expected: VISIT BY LOCAL FIRMS TO CANADA & INITIATE INVESTMENT IN CANADA.

Activity: MONITOR LOCAL PULP MILL EXPANSION PLAN

Results Expected: TO ALERT CDN PULP & WOODCHIP SUPPLIERS OF OPPORTUNITY.

Activity: PREPARE NEWSPRINT STATISTICS FOR CANADIAN PULP & PAPER ASSOCIATION

Results Expected: ASSIST CANADIAN RESEARCH INSTITUTE ON WORLD NEWSPRINT SURVEY.

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 ARRANGE SEMINAR ON NEW PULP PRODUCT - THERMAL MECHANICAL PULP.

Results Expected: TO INDUCE INVESTMENT IN CANADA AND TO INCREASE OF SALE OF TMP.

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: INITIATE MARKET SURVEY FOR DOMESTIC IMPORT DEMANDS ON PAPER AND PAPERBOARD.

Results Expected: INCREASE SALE/EXPORT OF CDN PAPER & PAPERBOARD PRODUCTS.

Export and Investment Promotion Planning System

87/88 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 & 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) \$	7560.00M	\$ 8946.00M	\$11046.00M	\$10876.00M
Canadian Exports \$	400.00M	\$ 380.00M	\$ 373.00M	\$ 323.00M
Canadian Share of Import Market	5.30%	4.30%	3.30%	2.90%

Major Competing Countries

Market Share

i) 011 AUSTRALIA	048 %
ii) 577 UNITED STATES OF AMERICA	033 %
iii) 206 INDIA	010 %
iv) 047 BRAZIL	009 %
v) 426 PERU	005 %
vi) 265 JAPAN	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) COAL (BIT)	\$ 1006.00 M
ii) COPPER ORE	\$ 245.00 M
iii) URANIUM CONC.	\$ 146.00 M
iv) SULPHUR	\$ 100.00 M
v) IRON ORE	\$ 448.00 M
vi) ZINC ORE	\$ 30.00 M
vii) ASBESTOS	\$ 25.00 M
viii) ANTHRACITE COAL	\$ 117.00 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 moderate

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

CANADIAN COAL PRICE IS HIGHER THAN AUSTRALIAN AND SOUTH AFRICAN SUPPLIERS 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
- use of provincial governments 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: ENCOURAGE KOREAN FIRMS TO INVEST IN MINING VENTURE.

Results Expected: INCREASED SALE OF CANADIAN MINERALS.

Activity: TO CONTINUE ASSISTANCE TO CDN ANTHRACITE PRODUCERS.

Results Expected: INITIATE PENETRATION OF KOREA'S ANTHRACITE MARKET.

Activity: JOINT-VENTURE DEVELOPMENT OF URANIUM MINE IN CANADA.

Results Expected: CANADIAN SOURCING FOR URANIUM RAW MATERIAL REQUIREMENTS.

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 HOLD MAJOR TECHNICAL SEMINAR ON CANADIAN MINERALS - CANADA ENERGY COMMODITIES SEMINAR IN KOREA 1987-PPP PROJECT.

Results Expected: TO INTRODUCE CDN ENERGY COMMODITIES TO LOCAL CONSUMERS/ENDUSERS.

Activity: PROMOTE INVESTMENT OPPORTUNITIES FOR KOREAN MINING INDUSTRY IN CANADA - ESPECIALLY COPPER, LEAD, ZINC.

Results Expected: PARTICIPATION OF KOREAN COMPANIES IN NON-ENERGY MINERAL DEVELOPMENT.

Export and Investment Promotion Planning System

87/88 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 & SRV

Subsector: 104 METALS, PRIMARY & FABRICATED

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3884.00M	\$ 3532.00M	\$ 3209.00M	\$ 3495.00M
Canadian Exports \$	10.00M	\$ 12.00M	\$ 27.50M	\$ 20.80M
Canadian Share of Import Market	0.25%	0.30%	0.80%	0.50%

Major Competing Countries

Market Share

i) 265 JAPAN	040 %
ii) 577 UNITED STATES OF AMERICA	030 %
iii) 128 GERMANY WEST	015 %
iv) 051 UNITED KINGDOM	010 %
v) 354 NETHERLANDS	005 %
vi) 011 AUSTRALIA	005 %

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) ALUMINIUM METAL	\$ 445.00 M
ii) COPPER METAL & SCRAP	\$ 202.00 M
iii) NICKEL METAL & ALLOY	\$ 72.00 M
iv) LEAD METAL	\$ 31.00 M
v) ZINC METAL	\$ 26.00 M
vi) STEEL SCRAP & PRODUCTS	\$ 418.00 M
vii) STAINLESS STEEL	\$ 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: ALUMINIUM SMELTER
Approximate Value: \$ 300 M
Financing Source: 012 DDM
For further info. please contact:
C. S. LEE TLX: K 27425

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).

- 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

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:

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

Activity: CONTINUE TO REPORT NON-FERROUS METAL DEMAND AND SUPPLY

Results Expected: INFORM CANADIAN METAL SUPPLIERS TO CREATE AWARENESS OF LOCAL INDUSTRY.

Activity: MONITOR LOCAL METAL EXPANSION PROJECTS AND INTRODUCE NEW CANADIAN METAL PRODUCTS TO KOREAN IMPORTERS & MANUFACTURERS.

Results Expected: ASSIST CANADIAN FIRMS TO PENETRATE LOCAL MARKET.

Activity: ENCOURAGE KOREAN METAL INDUSTRY INVESTMENT IN CANADA.

Results Expected: INVESTMENT BY KOREAN METAL FABRICATORS 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: ENCOURAGE LOCAL INDUSTRY TO INVEST IN METAL REFINING & SMELTING IN CANADA.

Results Expected: KOREAN INVESTMENT IN METAL REFINING IN CANADA

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: ASSIST CANADIAN FIRMS TO EXPORT NEWLY PRODUCED FERRO-ALLOYS TO LOCAL STEEL INDUSTRY.

Results Expected: INCREASE EXPORTS OF SPECIAL FERRO-ALLOY TO KOREA.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 012 PETROCHEM & CHEM PROD, EGP, SERV

Subsector: 121 CHEM & PETROCHEM PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4320.00M	\$ 4009.00M	\$ 3367.00M	\$ 3175.00M
Canadian Exports \$	180.00M	\$ 160.00M	\$ 154.00M	\$ 121.00M
Canadian Share of Import Market	4.20%	4.00%	4.60%	3.80%

Major Competing Countries

Market Share

i) 265 JAPAN	035 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 128 GERMANY WEST	015 %
iv) 112 FRANCE	010 %
v) 354 NETHERLANDS	010 %
vi) 051 UNITED KINGDOM	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) POLYETHYLENE	\$ 918.00 M
ii) STYRENE MONOMER	\$ 136.00 M
iii) ETHYLENE GLYCOL	\$ 86.00 M
iv) POTASH	\$ 60.00 M
v) METHANOL	\$ 23.00 M
vi) FIBERGLASS STRAND	\$ 29.00 M
vii) POLYPROPYLENE	\$ 17.00 M
viii) RADIO-ACTIVE ISOTOPES	\$ 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 moderate

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 519 SEOUL

Market: 268 KOREA

Sector: 012 PETROCHEM & CHEM PROD, EGP, SERV

Subsector: 121 CHEM & PETROCHEM PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4320.00M	\$ 4009.00M	\$ 3367.00M	\$ 3175.00M
Canadian Exports \$	180.00M	\$ 160.00M	\$ 154.00M	\$ 121.00M
Canadian Share of Import Market	4.20%	4.00%	4.60%	3.80%

Major Competing Countries

Market Share

i) 265 JAPAN	035 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 128 GERMANY WEST	015 %
iv) 112 FRANCE	010 %
v) 354 NETHERLANDS	010 %
vi) 051 UNITED KINGDOM	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) POLYETHYLENE	\$ 918.00 M
ii) STYRENE MONOMER	\$ 136.00 M
iii) ETHYLENE GLYCOL	\$ 86.00 M
iv) POTASH	\$ 60.00 M
v) METHANOL	\$ 23.00 M
vi) FIBERGLASS STRAND	\$ 29.00 M
vii) POLYPROPYLENE	\$ 17.00 M
viii) RADIO-ACTIVE ISOTOPES	\$ 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 moderate

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
- other factor(s) described by the Trade Office as follows:
POTASH - CANADIAN PRICE UNCOMPETITIVE

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
- 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 MONITOR LOCAL PETROCHEMICAL EXPANSION PLAN AND TO INDUCE KOREAN INVESTMENT IN CANADA.

Results Expected: TO ALERT CANADIAN SUPPLIERS OF LOCAL OUTPUT & COMPETITION FROM LOCAL MARKET.

Activity: FOLLOW UP CANADA-KOREA BUSINESS COUNCIL MEETING ON CHEMICAL AND PETROCHEMICAL SECTOR.

Results Expected: PROVIDE CANADIAN PARTICIPANTS WITH ADDITIONAL MARKET 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 HOLD CANADIAN PETROCHEMICAL SEMINAR IN KOREA.

Results Expected: INCREASES SALE OF CDN PETRO-CHEMICAL PRODUCTS

Activity: PROMOTE EXCHANGE OF KOREAN OFFICIALS AND PRIVATE SECTOR TO VISIT CANADA FOR IMPORT REQUIREMENTS.

Results Expected: POSSIBLE JOINT-VENTURE IN CANADA & INCREASED SALES TO KOREA.

Export and Investment Promotion Planning System

87/88 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. & MEDICAL EQUIP, INSTRUM.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	209.00M	\$ 168.00M	\$ 135.00M	\$ 108.00M
Canadian Exports \$	0.30M	\$ 0.10M	\$ 0.20M	\$ 0.10M
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	033 %
iii) 128 GERMANY WEST	011 %
iv) 354 NETHERLANDS	004 %
v) 051 UNITED KINGDOM	002 %
vi) 512 SWITZERLAND	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) HI-TECH (ELECTRONIC) DIAGNOSTIC APPARATUS	\$ 65.00 M
ii) X-RAY AND RELATED EQUIP.	\$ 25.00 M
iii) ANALYZING EQUIPMENT	\$ 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 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
- 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.

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: FOLLOW UP THE LIST OF 235 COMMODITIES RECENTLY RELEASED BY KOREAN GOVT. FOR PURSUING EARLY DIVERSION OF CURRENT IMPORT SOURCES FROM JAPAN TO AMERICAN/EUROPEAN COUNTRIES. IN AN EFFORT TO AMEND KOREA'S SERIOUS TRADE DEFICIT WITH JAPAN.

Results Expected: LIST UP PRODUCTS FOR WHICH CANADIAN SUPPLIER COULD COMPETE IN REPLACING CURRENT JAPANESE SOURCES.

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 CATAGOG PRODUCT SHOW AT THE EMBASSY TRADE INFO CENTER.

Results Expected: INTRODUCE EFFICIENTLY NUMBER OF SPACIFIC CDN PRODUCTS TO LOCAL INTERESTS.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 519 SEOUL		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING SWINE BUYERS FROM KOREA		0587
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS CANADIAN DEFENCE PRODUCTS SOLOSHOW IN SEOUL, KOREA	SEOUL	0987
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
024 MISSION INCOMING AUTO PARTS MISSION FROM KOREA		0587
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING BIOTECHNOLOGY MISSION TO KOREA	SEOUL	0288
TIMBER FRAME CONSTRUCTION	MISSION TO KOREA SEOUL	1087
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS CONSUMER PRODUCTS SOLO SHOW, SEOUL, KOREA	SEOUL	0687
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
020 MISSION OUTGOING LIGHTING EQUIPMENT MISSION TO SOUTH KOREA		1187
CANADIAN ENERGY COMMODITIES SEMINAR IN KOREA	SEOUL	0687
Sector: 999 MULTIPLE SECTORS		
010 FAIRS CANADA WEEK IN SEOUL, KOREA	SEOUL	1187
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 519 SEOUL		
Sector: 003 GRAINS AND OILSEEDS		
020 MISSION OUTGOING DEHYDRATED ALFALFA BUYING MISSION		0488

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 519 SEOUL		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENSE PRODUCTS		0389
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING TECHNOLOGY TRANSFER MISSION	TRNTO, MTL, VNCVR	0688
024 MISSION INCOMING CABLE TV MISSION ELECTRONIC COMPONENTS	SEOUL SEOUL	1288 1188
Sector: 006 ELECTRONICS EQUIP. & SERV		
024 MISSION INCOMING INSTRUMENTATION MISSION	SEOUL	0588
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING AUTO-PARTS MISSION		0788
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
024 MISSION INCOMING CONSTRUCTION TECHNOLOGY MISSION	SEOUL	0688
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING BIOTECHNOLOGY MISSION		0189

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 520 TOKYO

Country: 265 JAPAN

JAPAN'S TRADE AND CURRENT ACCOUNT SURPLUSES HAVE BEEN GROWING AT EXPONENTIAL RATES IN RECENT YEARS. IN 1986, JAPAN'S GLOBAL TRADE SURPLUS WILL EXCEED \$100 BN, TWICE LAST YEAR'S LEVEL. TO ALLEVIATE TRADE FRICTIONS, PARTICULARLY WITH THE USA AND THE EUROPEAN COMMUNITY, & TO CONTRIBUTE TO A BETTER-BALANCED WORLD ECON., THE JPNSE ARE BEING FORCED TO MAKE MAJOR ECON. POLICY CHANGES AIMED AT REDUCING DEPENDENCE ON EXPORTS. JPN IS CDA'S SECOND LARGEST TRADING PARTNER. BILATERAL TRADE TOTALLED \$11.9 BN IN 1985. IN THE PAST TWO YEARS, CDA HAS MOVED FM A LONGSTANDING BILATERAL TRADE SURPLUS WITH JPN TO A DEFICIT OF OVER \$1 BN THIS YEAR. ALTHOUGH THE JPNSE ECON. IS EXPECTED TO MOVE GRADUALLY AWAY FM HEAVY IND., THE BACKBONE OF CDN EXPORTS TO JPN WILL CONTINUE TO BE ENERGY, MINERALS, FORESTRY AND AGRICULTURAL PRODS. IN THE PAST 18 MTHS, THE JPNSE YEN HAS APPRECIATED BY 50% AGAINST THE CDN & USA DOLLARS. HOWEVER, JPNSE FIRMS ARE FIGHTING TENACIOUSLY TO PROTECT THEIR MKT SHARES BOTH AT HOME & IN OVERSEAS MKTS. ALTHOUGH MANY EXPORTERS ARE LOSING MONEY, JPN'S EXPORT VOLUMES HAVE NOT DECLINED SIGNIFICANTLY YET THIS YEAR. JPNSE MKT LIBERALIZATION, STIMULATED DOMESTIC DEMAND, EXPANDED OFFSHORE DIRECT INVESTMENT & FURTHER APPRECIATION OF THE YEN MAY BE NECESSARY TO RESTORE BALANCE IN JPN'S TRADING RELATIONS. YEN APPRECIATION WILL HAVE LIMITED IMPACT FOR THE MAJORITY OF CDN EXPORTS TO JPN WHICH ARE CONCENTRATED IN AREAS WHERE THERE IS EITHER LITTLE JPNSE DOMESTIC COMPETITIVE PROD'N OR WHERE EXISTING PROD'N IS PROTECTED BY A COMBINATION OF TARIFF & NON-TARIFF BARRIERS. JPN IS UNDERGOING AN EXTENSIVE RESTRUCTURING OF ITS INDUSTRIAL BASE, SHIFTING PROD'N OF BASIC MATERIALS TO OFFSHORE LOCATIONS & DEVOTING GREATER ATT'N TO THE GROWTH OF NEW TECH. & KNOWLEDGE-INTENSIVE INDUSTRIES. AS JPN SHEDS BASIC IND'L PROD'N, RAW-MATERIALS PURCHASES MAY DECLINE BUT NEW OPPORT. SHOULD EMERGE FOR CDNS TO EXPAND SALES OF MORE PROCESSED GOODS. THERE IS AMPLE EVIDENCE THAT JAPANESE CONSUMER BEHAVIOR & TASTES ARE CHANGING, CREATING NEW MARKET OPPORT. FOR CDNS. JAPAN HAS EMERGED AS OUR SECOND LARGEST AND FASTEST GROWING OVERSEAS TOURISM MARKET. THE EXPANDING FAST FOOD IND. IN JAPAN IS A MAJOR CUSTOMER FOR CDN PROCESSED FISH, FRENCH FRIED POTATOES & OTHER FOOD STUFFS. HOWEVER, THERE ARE PERSISTENT RIGIDITIES & TECHNICAL BARRIERS IN THE JAPANESE DISTRIBUTION SYSTEM. OUR TRADE PRIORITIES WITH JPN WILL AIM AT MAINTAINING & WHERE POSSIBLE, IMPROVING OUR POSITION IN A MATURING RAW MATERIALS MKT. AS JPNSE FIRMS SCALE BACK DOMESTIC UNCOMPETITIVE BASIC IND'L PROD'N, WE WILL SEEK TO CAPTURE LARGER MKT SHARES IN VALUE-ADDED METALS, PAPER PRODS AND CHEMICALS. REDUCTION OF JPNSE IMPORT BARRIERS WILL ALLOW OUR COMPETITIVE AGRICULTURE, FISHERY & WOOD PRODUCTS IMPROVED MKT ACCESS. FINALLY, GREATER EMPHASIS WILL BE PLACED ON MKTG ACTIVITIES IN THE AREAS OF TOURISM, MANUFACTURED AND HIGH TECHNOLOGY GOODS.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. 010 MINE, METAL, MINERAL PROD & SRV

REASONS: DECLINING JPNESE STEEL PROD'N WILL AFFECT CDN COAL EXPORTS BUT IND'L RESTRUCTURING INCL. REDUCTION & ELIMINATION OF UNCOMP'VE IND'L CAPAC'Y WILL CREATE OPPORT. FOR EXPT'S OF PROCESSED MINERALS AND METALS.

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: CHANGES IN JPNESE EATING HABITS AND PRESSURES TO OPEN THIS MARKET SEGMENT WILL CREATE NEW EXPORT OPPORTUNITIES FOR CDN AGRICULTURE AND FOOD PRODUCTS.

3. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: IMPROVING THE QUALITY OF HOUSING HAS BECOME A HIGH PRIORITY FOR THE JPNESE GOVT. PROBABLE CHANGES IN THE BUILDING CODES AND A POSSIBLE LOWERING OF TARIFFS WILL BENEFIT CDN EXPORTERS.

4. 005 COMM. & INFORM. EQP. & SERV

REASONS: MARKET LIBERALIZATION AND RELAXATION OF TESTING PROCEDURES, POLITICAL PRESSURE AND EXPANDING MARKET FOLLOWING QUOTE PRIVATIZATION UNQUOTE OF NIPPON TELEGRAPH AND TELEPHONE (NTT).

5. 002 FISHERIES, SEA PRODUCTS & SERV.

REASONS: EXPORTS OF HIGH QUALITY CDN SEAFOOD PRODUCTS ARE EXPANDING RAPIDLY AS A RESULT OF THE HIGH VALUE OF THE YEN AND CHANGING FISHING PATTERNS AS A RESULT OF GLOBAL EXTENSIONS OF 200 MILE ECONOMIC ZONES.

6. 013 CONSUMER PRODUCTS

REASONS: CONSUMER BEHAVIOR AND TASTES ARE CHANGING WITH AFFLUENT YOUTH MARKET LEADING THE WAY.

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. 002 FISHERIES, SEA PRODUCTS & SERV.
5. 001 AGRI & FOOD PRODUCTS & SERVICE
6. 013 CONSUMER PRODUCTS

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	20.00M	\$ 20.00M	\$ 17.00M	\$ 14.00M
Canadian Exports \$	3.00M	\$ 3.00M	\$ 2.40M	\$ 2.90M
Canadian Share of Import Market	15.00%	15.00%	14.00%	21.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	045 %
ii) 370 NEW ZEALAND	015 %
iii) 051 UNITED KINGDOM	005 %
iv) 128 GERMANY WEST	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	\$ 13.10 M
ii) PUREBRED DAIRY CATTLE	\$ 3.10 M
iii) PUREBRED SWINE	\$ 3.60 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
- 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:

- 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
- 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

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 SEMINAR PRESENTED BY AGRICULTURE CANADA RESEARCHERS AND CANADIAN SWINE EXPORTERS, 1987.

Results Expected: SALES OF BREEDING STOCK OVER 2-3 YRS VALUED AT \$100-200,000 CDN.

Activity: PURSUE ACCESS QUESTION FOR DAIRY EMBRYOS.

Results Expected: DEVELOPMENT OF NEW EXPORT MARKET EST. \$100,000

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	590.00M	\$ 575.00M	\$ 560.00M	\$ 550.00M
Canadian Exports \$	2.50M	\$ 2.00M	\$ 1.10M	\$ 2.20M
Canadian Share of Import Market	0.40%	0.30%	0.20%	0.40%

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 \$
\$ 60.00 M
\$ 0.00 M
\$ 0.00 M

i) MUSHROOMS
ii) APPLES
iii) RASPBERRIES

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

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
- 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:

NON-COMPETITIVE PRICING RESULTED IN PUSH TOWARDS MORE EXOTIC ITEMS E.G. FRESH MUSHROOMS/LESS PRICE SENSITIVE; RASPBERRIES: TRANSPORTATION AND HARVESTING KEY FACTORS IN EXPORT SUCCESS.

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

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 (CODDLING MOTH).

Results Expected: WHEN APPROVED BY JAPANESE GOVERNMENT, ACCESS FOR CANADIAN APPLES.

Activity: IDENTIFICATION OF NEW POTENTIAL CUSTOMERS FOR MUSHROOMS.

Results Expected: DOUBLING OF EXPORTS TO \$2 MILLION WITHIN 3 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: SEEK MARKET ACCESS FOR TOMATOES AND PEPPERS . FIRST TECHNICAL CONSULTATIONS HELD IN TOKYO JAN 1987

Results Expected: POTENTIAL SALES OF UP TO \$ 1 MILLION IN 5 YEAR PERIOD AFTER APPROVAL.

Activity: TRIAL SHIPMENTS OF FRESH RASPBERRIES IN AUGUST 1987.

Results Expected: GRADUAL DEVELOPMENT OF JAPANESE MARKET FOR FRESH RASPBERRIES - MODEST VOLUME.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 013 SEEDS & SPECIAL CROPS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	163.00M	\$ 141.00M	\$ 130.00M	\$ 125.00M
Canadian Exports \$	30.00M	\$ 28.00M	\$ 18.30M	\$ 17.10M
Canadian Share of Import Market	18.00%	20.00%	14.00%	14.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 112 FRANCE	005 %
iii) 370 NEW ZEALAND	005 %
iv) 192 PEOPLE'S REP OF CHINA	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) PEAT MOSS	\$ 9.60 M
ii) MUSTARDSEED	\$ 5.00 M
iii) BUCKWHEAT	\$ 33.10 M
iv) PULSES (PEAS, BEANS)	\$ 85.00 M
v) FORAGE, GRASS SEED	\$ 28.00 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 GENERALLY BUT GOOD PROSPECTS IN PEAT MOSS.

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:

- 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

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 IN-HOUSE FOR SPECIFIC PRODUCTS (PEAT MOSS, BUCKWHEAT, PULSES).

Results Expected: INCREASED KNOWLEDGE OF JAPANESE MARKET LEADING TO MORE SALES OF CDN PEAT MOSS. BUCKWHEAT, PULSES. POSSIBLE SALES INCREASES OF 10-20% FOR PEAT MOSS OVER NEXT 2-3 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: DEVELOP NEW CONTACTS/BUSINESS FOR PEAT MOSS.

Results Expected: INCREASE EXPORTS BY MINIMUM 10%.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 014 MEATS & MEAT BY-PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2325.00M	\$ 2250.00M	\$ 2098.00M	\$ 1857.00M
Canadian Exports \$	200.00M	\$ 180.00M	\$ 128.00M	\$ 143.00M
Canadian Share of Import Market	8.60%	8.00%	6.10%	7.70%

Major Competing Countries

Market Share

i) 011 AUSTRALIA	020 %
ii) 577 UNITED STATES OF AMERICA	019 %
iii) 093 DENMARK	019 %
iv) 434 TAIWAN	016 %
v) 370 NEW ZEALAND	005 %
vi) 520 THAILAND	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) PORK	\$ 943.00 M
ii) BEEF	\$ 630.00 M
iii) HORSEMEAT	\$ 80.00 M
iv) TURKEY	\$ 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 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
- other factor(s) described by the Trade Office as follows:
IMPORT RESTRICTIONS SIGNIFICANT PROBLEM FOR BEEF EXPORTS NOT
POULTRY, HORSEMEAT OR PORK. NON-COMPETITIVE PRICING REFERS TO
BEEF & TURKEY. LATTER RELATIVELY NEW PRODUCT .NUTRITIONAL
VALUES ETC. MUST BE STRESSED TO JAPANESE.

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
- 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: FOLLOWING UP WITH RECENT PORK BUYING MISSIONS.

Results Expected: \$1-3 MILLION IN IMMEDIATE NEW BUSINESS.
PROJECT \$20 MILLION IN 3 YEARS.

Activity: WORKING WITH PROVINCIAL GOVERNMENT OFFICES TO DEVELOP BEEF EXPORTS.

Results Expected: GRADUALLY INCREASE MARKET PENETRATION, PARTICULARLY IN SELECTED BEEF CUTS (SHORT PLATE, CHEEKS).

Activity: WORKING W/PROVINCIAL GOVERNMENT OFFICES TO DEVELOP TURKEY AND PORK EXPORTS.

Results Expected: GRADUALLY INCREASE MARKET PENETRATION & TO INCREASE JAPANESE AWARENESS OF TURKEY 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: EMPHASIZE PORK IN ALL CONSUMER AND TRADE ACTIVITIES.

Results Expected: MAINTAIN HIGH PROFILE OF THIS IMPORTANT FOOD EXPORT 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: NEGOTIATE INCREASED BEEF ALLOCATION WITH MINISTRY OF AGRICULTURE, FORESTRY, & FISHERIES FOR EMBASSY PROMOTIONS.

Results Expected: 20% INCREASE IN BEEF ALLOCATION.

Activity: ORGANIZE TURKEY DEMONSTRATION ON BEHALF OF CANADIAN TURKEY MARKETING AGENCY W/POTENTIAL TO INCREASE EXPORTS BY 10%.

Results Expected: NEW BUSINESS LEADS FOR TURKEY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	5200.00M	\$ 5000.00M	\$ 4500.00M	\$ 4300.00M
Canadian Exports \$	42.00M	\$ 38.00M	\$ 27.00M	\$ 25.00M
Canadian Share of Import Market	0.80%	0.80%	0.60%	0.60%

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: 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) FROZEN POTATOES	\$ 65.00 M
ii) CUSTOM MADE FOODS	\$ 0.00 M
iii) BEVERAGES	\$ 474.00 M
iv) MAPLE PRODUCTS	\$ 0.80 M
v) BLUEBERRIES	\$ 1.40 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 moderate

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:

- 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:

MAPLE PRODUCTS HAVE A HIGH DEGREE OF PROTECTION OF LOCAL INDUSTRY BY IMPORT DUTIES THAN OTHER PRODUCTS 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

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

Activity: SEEKING NEW SUPERMARKET AND DEP'T STORE PARTICIPANTS IN CDA FOOD FAIR PROGRAM.

Results Expected: 4 NEW PARTICIPANTS RESULTING IN NEW BUSINESS OF \$2 - 5 MILLION. STIMULATE TRADE ENQUIRIES.

Activity: ENCOURAGING BUYERS MISSIONS TO CANADA.

Results Expected: MINIMUM OF 4 MISSIONS WITH EXPECTED PURCHASES OF \$3-5 MILLION. STIMULATE TRADE ENQUIRIES.

Activity: CONCENTRATING EFFORTS ON HIGH POTENTIAL PRODUCTS, FROZEN POTATOES, BLUEBERRIES, MAPLE PRODUCTS.

Results Expected: INCREASED SALES IN 1987 OF MINIMUM OF 10%.

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 PRODUCTS WHICH CAN BE COMPETITIVELY CUSTOM PACKED IN CANADA.

Results Expected: POTENTIAL NEW BUSINESS OF SEVERAL MILLIONS BY 1988.

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: DEVELOP NEW CONTACTS IN FOOD SERVICE SECTOR.

Results Expected: NEW BUSINESS LEADS IN THIS IMPORTANT SECTOR.

Activity: DISTRIBUTE 1986 STUDIES ON FOOD SERVICE IN JAPAN AND RETAIL FOOD AND BEVERAGE SECTOR IN JAPAN.

Results Expected: INCREASE CDN INDUSTRY AWARENESS/UNDERSTANDING OF JAPANESE RETAIL FOOD AND FOOD SERVICE SECTORS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 018 FEED, FERTILIZER & VET PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	681.00M	\$ 681.00M	\$ 443.00M	\$ 487.00M
Canadian Exports \$	70.00M	\$ 66.00M	\$ 59.20M	\$ 81.30M
Canadian Share of Import Market	10.30%	10.00%	13.00%	17.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 192 PEOPLE'S REP OF CHINA	010 %
iii) 047 BRAZIL	010 %
iv) 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) ALFALFA PRODUCTS
- ii) OILSEED SCREENINGS

\$ 190.00 M

\$ 10.00 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:

- 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

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
- 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: TRANSLATION & PRINTING OF SHORT BROCHURE ON ALFALFA PRODUCTS FOR CANADIAN DEHYDRATORS ASSN. & DISTRIBUTION OF AG CDA/CANADIAN DEHY ASSOC. BOOKLET ON ALFALFA PRODUCTS.

Results Expected: INCREASED AWARENESS OF QUALITY OF CANADIAN ALFALFA PRODUCTS LEADING TO INCREASED SALES. STIMULATE TRADE INQUIRIES.

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 TO BE HELD IN APRIL 1987 TO PROMOTE USE OF ALFALFA PRODUCTS.

Results Expected: CONTINUED GROWTH IN SALES OF ALFALFA PELLETS, CUBES AND HAY, BY 10-20% OVER THE NEXT 3 YEARS. STIMULATE TRADE INQUIRIES.

Activity: BILATERAL DISCUSSIONS WITH MINISTRY OF AGRICULTURE TO DEVELOP FUMIGATION PROCEDURE TO PERMIT ACCESS FOR NEW ALFALFA PRODUCTS.

Results Expected: ONCE ACCESS ACHIEVED, EXPECTED SALES OF \$20 MILLION WITHIN 5-YEAR PERIOD.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 002 FISHERIES, SEA 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)	\$ 10000.00M	\$ 9000.00M	\$ 6747.00M	\$ 5731.00M
Canadian Exports	\$ 440.00M	\$ 400.00M	\$ 319.00M	\$ 233.00M
Canadian Share of Import Market	4.40%	4.40%	4.70%	4.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	018 %
ii) 268 KOREA	013 %
iii) 434 TAIWAN	011 %
iv) 206 INDIA	004 %
v) 214 INDONESIA	004 %
vi) 011 AUSTRALIA	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) ATLANTIC HERRING ROE	\$ 70.00 M
ii) CAPELIN	\$ 80.00 M
iii) PACIFIC ROE	\$ 177.00 M
iv) CRAB	\$ 191.00 M
v) SALMON	\$ 650.00 M
vi) RED FISH	\$ 0.00 M
vii) LIVE LOBSTER	\$ 7.00 M
viii) SMELT	\$ 7.00 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 moderate.

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-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

SHORT SUPPLY FOR SOME SPECIES - PACIFIC HERRING, ATLANTIC COD, CRAB.

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
- 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: INVESTIGATE POSSIBLE NEW USES/MARKETS FOR CAPELIN. DISTRIBUTE TO CDN INDUSTRY MAY 1985 ASI-INTECH RESEARCH'S STUDY OF THE CAPELIN MARKET IN JAPAN.

Results Expected: INCREASED CAPELIN EXPORTS.

Activity: SEEK GREATER PENETRATION OF FOOD SERVICE SECTOR. DISTRIBUTE TO CDN INDUSTRY COPIES OF 1986 STUDY ON JAPAN'S FOOD SERVICE SECTOR.

Results Expected: NEW SALES OF VALUE ADDED FISH PRODUCTS .
STIMULATE TRADE INQUIRIES.

Activity: NEW COMPUTERIZED FORMAT FOR FISHERY REPORT.

Results Expected: MORE TIMELY AND INFORMATIVE REPORT WILL ALLOW INDUSTRY AND GOVERNMENT TO MAKE MORE INFORMED DECISIONS.

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 PROFILES - ATLANTIC HERRING SMOKED SALMON, LIVE LOBSTER.

Results Expected: PROVIDE MARKET INFO TO CDN FIRMS INVOLVED IN THESE GROWTH SECTORS.

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: COD RESEARCH - PHASE II . DISTRIBUTE COPIES TO CDN INDUSTRY OF PHASE I STUDY " JAPANESE CONSUMER ATTITUDES TOWARDS FROZEN COD "

Results Expected: PROVIDE DIRECTION ON HOW TO MARKET COD IN JAPAN.

Activity: AQUAULTURE - IDENTIFY POTENTIAL MARKET NICHES FOR FARMED PRODUCTS THROUGH SUCH MARKETING VEHICLES AS PRESENTATION AT FOODDEX.

Results Expected: PROVIDE MARKET INFO TO CDN FIRMS INVOLVED IN THIS SECTOR AND RECOMMEND FORUMS IN WHICH JPNSE AWARENESS OF CDN CAP. IS INCREASED.

Export and Investment Promotion Planning System

87/88 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) \$	4545.00M	\$ 4585.00M	\$ 4324.00M	\$ 4821.00M
Canadian Exports \$	570.00M	\$ 575.00M	\$ 540.00M	\$ 600.00M
Canadian Share of Import Market	12.50%	12.50%	12.50%	12.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 011 AUSTRALIA	020 %
iii) 192 PEOPLE'S REP OF CHINA	003 %
iv) 609 EUROPEAN COMMON MARKET C	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) WHEAT	\$ 1070.00 M
ii) FEED BARLEY	\$ 300.00 M
iii) RYE	\$ 41.30 M
iv) FEED WHEAT	\$ 270.00 M
v) FEED OATS	\$ 12.00 M
vi) DURUM WHEAT	\$ 20.00 M
vii) MALT	\$ 400.00 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-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
- 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: CONDUCT FURTHER DISCUSSIONS WITH MAFF OFFICIALS RE: IMPORT QUOTA FOR CDN WHEAT STARCH AS FOLLOW-UP TO INFORMAL AGR. CONSULTATIONS.

Results Expected: DECISION FM MAFF AS TO POSSIBILITY OF OBTAINING IMPORT QUOTA ALLOCATION FOR WHEAT STARCH PRIMARILY FOR INDUSTRIAL USES. POTENTIAL SALES CDN \$ 3 - 5 MILLION.

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 USA EEP ACTIVITIES THAT SHOW STRONG POTENTIAL TO DISPLACE CDN MARKET SHARE IN THIS SECTOR.

Results Expected: IDENTIFY ACTIVITIES THAT COULD SIGNIFICANTLY AFFECT CDN MARKET SHARE.

Activity: REPORT ON MINISTRY OF AGRICULTURE CROP DIVERSIFICATION PROGRAM, WHEREBY RICE LAND WOULD BE CONVERTED TO OTHER CROPS.

Results Expected: ASSESSMENT OF IMPACT ON CDN GRAIN SALES IF DOMESTIC GRAIN PRODUCTION INCREASES.

Activity: PROVIDE REGULAR AND ADHOC REPORTS ON JAPANESE GRAINS MARKET & REPORT ON ISSUES OF PARTICULAR INTEREST E.G. U.S., E.E.S. SUBSIDIES ON MALT AND BARLEY.

Results Expected: MAINTAIN CANADA'S GRAIN MARKET SHARE.

Export and Investment Promotion Planning System

87/88 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) \$	2450.00M	\$ 2600.00M	\$ 2687.00M	\$ 2968.00M
Canadian Exports \$	450.00M	\$ 476.00M	\$ 579.00M	\$ 539.00M
Canadian Share of Import Market	18.30%	18.30%	21.50%	18.20%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	065 %
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: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CANOLA SEED	\$ 600.00 M
ii) FLAXSEED	\$ 38.00 M
iii) CANOLA OIL, MEAL	\$ 26.00 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 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-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

HIGH TARIFF ON CANOLA OIL - 17 YEN/KG

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: ENCOURAGE INTRODUCTION OF RETAIL PACKS OF 100% CANOLA OIL, FOR BOTH REGULAR RETAIL MARKET AND GIFT MARKET.

Results Expected: INCREASE IN CONSUMER AWARENESS OF AND PREFERENCE FOR CANOLA OIL AND INCREASED SALES OF SEED AND OIL FROM CANADA BY \$10 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: COOPERATIVE RESEARCH ON CANOLA OIL AIMED AT RESOLVING GRAINY TEXTURE OF CANOLA-BASED MARGARINE.

Results Expected: HIGHER LEVEL OF USAGE OF CANOLA OIL IN MARGARINE. POTENTIAL INCREASE IN CANOLA OIL USAGE OF \$25 MILLION PER YEAR IN LONGER TERM.

Activity: ARRANGE AND SUGGEST IMPROVEMENTS TO TWICE ANNUAL CANADA/JAPAN CANOLA CONSULTATIONS.

Results Expected: STRENGTHENED LONG TERM RELATIONSHIP BETWEEN CANADIAN INDUSTRY AND JAPANESE OILSEED TRADE.

Activity: PROVIDE ONGOING ASSISTANCE TO CDN GRAIN & OILSEED MARKETS THROUGH TIMELY REPORTS ON NEW DEVEL., REGULAR TRADE CONTACT, AND PROMOTING CANADIAN OILSEED PRODUCTS AT EVERY OPPOTUNITY.

Results Expected: MAINTAIN & FURTHER DEVELOP CANADA'S MARKET SHARE & COMMUNICATE A FOLLOW-UP ON RESULTS OF CANOLA GROWERS MISSION.

Export and Investment Promotion Planning System

87/88 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 & MARINE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2617.00M	\$ 2446.00M	\$ 2286.00M	\$ 2136.00M
Canadian Exports \$	13.00M	\$ 12.90M	\$ 10.00M	\$ 7.20M
Canadian Share of Import Market	0.50%	0.50%	0.44%	0.35%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	094 %
ii) 051 UNITED KINGDOM	004 %
iii) 507 SWEDEN	001 %

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

i) HELICOPTER HAUL-DOWN SYSTEM

In Canadian \$
\$ 6.00 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:

OVERALL 90% OF IMPORTED JAPANESE DEFENCE EQUIPMENT IS USA MILITA-
RY ORIGIN.

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

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: UP DATE "JAPAN DEFENCE MARKET REPORT," AN ANNUAL REPORT PREPARED BY THE EMBASSY.

Results Expected: ASSIST CANADIAN EXPORTERS TO IDENTIFY COMMERCIAL OPPORTUNITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

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

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3660.00M	\$ 3210.00M	\$ 2797.00M	\$ 1760.00M
Canadian Exports \$	51.00M	\$ 40.00M	\$ 29.00M	\$ 24.00M
Canadian Share of Import Market	1.40%	1.20%	1.00%	1.30%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	082 %
ii) 128 GERMANY WEST	007 %
iii) 434 TAIWAN	004 %
iv) 268 KOREA	003 %
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: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DATA PROCESSING MACHINERY	\$ 1030.00 M
ii) PARTS FOR DATA PROCESSING MACHINERY	\$ 916.00 M
iii) TELECOM EQUIPMENT	\$ 418.00 M
iv) DIGITAL PROCESSING EQUIPMENT	\$ 481.00 M
v) COMPUTER STORAGE UNIT	\$ 108.00 M
vi) WIRE AND CABLE	\$ 146.00 M
vii) ELECTRICAL SOUND OR VISUAL SIGNAL	\$ 53.00 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: 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
- 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.

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: 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 JAPANESE POTENTIAL COMPANIES ESPECIALLY TELECOM FIRMS.

Activity: ENCOURAGING JAPANESE COMPANIES TO MAKE INVESTMENT FOR ELECTRONICS INDUSTRY IN CANADA.

Results Expected: FOLLOW UP JAPANESE COMPANIES (HITACHI, MATSU-SHITA, SANYO, SHARP).

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 PRODUCTS FOR COOPERATION WITH JAPANESE COMPANIES.

Results Expected: TO DEVELOP JOINT VENTURES AND LICENSES.

Activity: MARKETING CANADIAN SOFTWARES IN JAPANESE MARKET.

Results Expected: TO SET UP JAPANESE DISTRIBUTORS.

Activity: ORGANIZING VARIOUS MARKETING AND TECHNICAL SEMINARS FOR CANADIAN MICROELECTRONICS AND SOFTWARES.

Results Expected: WESTERN RESEARCH SEMINAR (MAY 1987).

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 006 ELECTRONICS EQUIP. & SERV

Subsector: 061 PRODUCTS & COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3660.00M	\$ 3200.00M	\$ 2576.00M	\$ 1850.00M
Canadian Exports \$	37.00M	\$ 27.00M	\$ 27.00M	\$ 13.00M
Canadian Share of Import Market	1.00%	0.84%	1.00%	0.70%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	051 %
ii) 128 GERMANY WEST	029 %
iii) 268 KOREA	008 %
iv) 434 TAIWAN	006 %
v) 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) INTEGRATED CIRCUIT	\$ 1253.00 M
ii) ELECTRICAL APPLIANCE	\$ 629.00 M
iii) COMPONENTS FOR CIRCUIT	\$ 356.00 M
iv) PRINTED CIRCUIT BOARDS	\$ 113.00 M
v) PICTURE TUBE FOR TV	\$ 77.00 M
vi) DIELECTRIC HEATING APPARATUS	\$ 57.00 M
vii) ELECTRIC PARTS FOR CAR	\$ 27.00 M
viii) AUDIO SPEAKERS	\$ 26.00 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:

- 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

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
- 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

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 MICROELECTRONICS INDUSTRY AND JAPANESE FIRMS.

Results Expected: TO FOLLOW UP WITH JAPANESE FIRMS (NEC, MELCO) AFTER MISSION OF DEC 86.

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 (NEC, MELCO).

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

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 007 POWER & ENERGY EQUIP. & 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) \$	1300.00M	\$ 1271.00M	\$ 1594.00M	\$ 1536.00M
Canadian Exports \$	13.00M	\$ 12.00M	\$ 9.00M	\$ 12.00M
Canadian Share of Import Market	1.00%	0.90%	0.60%	0.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	081 %
ii) 112 FRANCE	012 %
iii) 128 GERMANY WEST	003 %
iv) 051 UNITED KINGDOM	001 %
v) 507 SWEDEN	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) CANDU REACTOR	\$ 0.00 M
ii) ENGINEERING SERVICES	\$ 2.45 M
iii) ISOTOPES	\$ 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: 012 DOM
For further info. please contact:
BLUM, EMBASSY

ii) Project Name: SUPPLY OF HEAVY WATER & ENG. SERV. FOR DEMONSTRATION OF THE ADVANCED THERMAL REACTOR
Approximate Value: \$ 150 M
Financing Source: 012 DOM
For further info. please contact:
BLUM, EMBASSY

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
- 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:

- 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 1989.

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

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: INCREASE PRESSURE TO PURCHASE THE CANDU AND OTHER CANADIAN NUCLEAR TECHNOLOGY AND EQUIPMENT.

Activity: CONTINUATION VISITS BY AECL EXEC. TO EPDC, MITI, ATOMIC ENERGY COMMISSION & OTHER, TO MOVE FORWARD DECISION ON A CANDU PURCHASE, FOLLOWING RECENT POSITIVE RULING BY JAPAN'S AEC.

Results Expected: COMMITMENT BY EPDC TO PURCHASE THE CANDU.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 007 POWER & ENERGY EQUIP. & 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	\$ 200.00M	\$ 180.00M	\$ 180.00M
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 | 080 % |
| ii) 128 GERMANY WEST | 010 % |
| iii) 268 KOREA | 005 % |

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 \$
\$ 0.00 M

- i) ELECTRICAL MACHINES & SYSTEMS

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 COUNTRY MARKET OPPORTUNITIES PARTICULARLY IN CHINA(THERMAL HYDRO POWER

Approximate Value: \$ M

Financing Source: 023 EDC 011 CIDA

For further info. please contact:
CANADIAN EMBASSY, TOKYO

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
- 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

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:

- 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: THIRD COUNTRY MARKET OPPORTUNITIES IN CHINA AND INDIA FOR EXPORTING ENGINEERING AND SUPPLY EQUIPMENT FOR HYDRO POWER STATIONS.

Results Expected: APPROX CDN\$ 430 MILLION.

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: PROPOSE AN UPDATED DIRECTORY ON CANADIAN CAPABILITY IN THIS SECTOR.

Results Expected: STIMULATE TRADE ENQUIRIES, INCREASE THE AWARENESS IN JAPAN OF CDN CAPABILITIES, INCREASE EXPORTS.

Export and Investment Promotion Planning System

87/88 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) \$	2455.00M	\$ 2364.00M	\$ 1690.00M	\$ 1184.00M
Canadian Exports \$	38.20M	\$ 35.50M	\$ 20.40M	\$ 8.50M
Canadian Share of Import Market	1.50%	1.50%	1.20%	0.70%

Major Competing Countries

Market Share

- | | |
|----------------------------------|-------|
| i) 609 EUROPEAN COMMON MARKET C | 034 % |
| ii) 577 UNITED STATES OF AMERICA | 024 % |

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) TIRES	\$ 220.00 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

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

MOST CDN AUTO PARTS MANUFACTURERS ARE SUB-PARTS MANUFACTURERS
(TIER II OR III). IT IS IMPORTANT THAT THEY BECOME INTEGRATED PART
MANUFACTURERS(TIER I)SO THEY CAN SUPPLY DIRECTLY TO JAPANESE CAR
ASSEMBLY LINES.

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 PLANTS 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 NUMBER OF CONTACTS /CALLS TO JAPANESE AUTO PARTS COMPANIES.

Results Expected: OVER FIVE NEW INVESTMENT/JV DURING NEXT 18 MONTHS . GENERATE TRADE INQUIRIES.

Activity: DEVELOP WITH ASSEMBLERS PROCUREMENT PROGRAMS TO INCREASE THEIR CVA MOVE THEM TOWARDS AUTO PACT STATUS INCLUDING SPECIAL FOCUS ON SUPPLY OF BASIC MATERIALS TO THEM (STEEL, NONFERROUS METALS, PLASTICS).

Results Expected: MATERIALS SEMINAR IN CANADA.

Export and Investment Promotion Planning System

87/88 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: 083 MARINE INDUSTRIES

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	\$ 325.00M	\$ 280.00M
Canadian Exports \$	4.00M	\$ 3.00M	\$ 5.00M	\$ 5.00M
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) 112 FRANCE	005 %
iii) 410 NORWAY	002 %
iv) 504 FINLAND	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) ICE TECHNOLOGY & SERVICE	\$ 10.00 M
ii) WATER TESTING EQUIPMENT	\$ 50.00 M
iii) MARINE ENVIRONMENT CONSULTATIONS	\$ 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: THIRD COUNTRY MARKET BUSINESS
Approximate Value: \$ M
Financing Source: 023 EDC 011 CIDA
For further info. please contact:
EMBASSY, TOKYO

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).

- 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
- non competitive pricing
- 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 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: GENERATE TRADE ENQUIRIES FROM JAPANESE IMPORTERS AND CONTINUE TO ASSIST CDN COMPANIES AND/OR THEIR LOCAL AGENTS IN IDENTIFYING SALES OPPORTUNITIES.

Results Expected: \$5 MILLION.

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 JAPANESE LANGUAGE VERSION OF THE NEW DIRECTORY OF CDN OCEAN INDUSTRY.

Results Expected: GENERATE TRADE ENQUIRIES FROM JAPANESE IMPORTERS.

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: PLAN ALSO CALLS TO PURSUE OPPORTUNITIES FOR CANADIAN COMPANIES IN POSSIBLE PARTICIPATION IN THIRD COUNTRY MARKET BUSINESS BY SUPPLYING EQUIPMENT AND SERVICES.

Results Expected: \$3 MILLION.

Export and Investment Promotion Planning System

87/88 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) \$	3636.00M	\$ 3636.00M	\$ 3666.00M	\$ 1845.00M
Canadian Exports \$	36.00M	\$ 50.00M	\$ 27.00M	\$ 17.10M
Canadian Share of Import Market	1.00%	1.40%	0.73%	0.93%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	080 %
ii) 112 FRANCE	001 %
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	\$ 20.00 M
ii) CANADAIR CHALLENGER	\$ 14.00 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
- other factor(s) described by the Trade Office as follows:

MAJOR WORKS(OVER 80%)OF JAPANESE AEROSPACE INDUSTRY IS LICENSED PRODUCTION OF USA MILITARY AIRCRAFT AND MANY COMPONENTS ARE IMPORTED FROM USA. COMMERCIAL AIRLINE OPERATORS PURCHASE BOEING, MD, OR AIRBUS AIRCRAFT.

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:

- use of Canadian Government export promotion activities
- 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: CHALLENGER SALES TO JAPANESE MARITIME SAFETY AGENCY AND AIR SELF DEFENCE FORCE.

Results Expected: WE EXPECT EVENTUAL SALES BUT WILL TAKE TIME DUE TO ZERO BASED CAPITAL BUDGETTING FOR GOVERNMENT DEPTS.

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 AEROSPACE REPORT SEPARATE FROM " JAPAN DEFENCE MARKET REPORT " REGULARLY PREPARED BY THE EMBASSY.

Results Expected: CONTINUED SUPPORT TO CDN EXPORTERS AND INCREASE EFFORTS TO IDENTIFY AND PROMOTE INDUSTRIAL COOPERATION ACTIVITIES.

Activity: IDENTIFY OPPORTUNITIES FOR CDN EXPORTERS REGARDING JAPAN'S RECENTLY ANNOUNCED 5-YEAR AIRPORT IMPROVEMENT PROGRAM.

Results Expected: EXPORT OF MOBILE AIRPORT EQUIPMENT AND OTHER AIRPORT RELATED EQUIPMENT.

Export and Investment Promotion Planning System

87/88 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) \$	5256.00M	\$ 5513.00M	\$ 5052.00M	\$ 5338.00M
Canadian Exports \$	736.00M	\$ 721.00M	\$ 676.00M	\$ 622.00M
Canadian Share of Import Market	14.00%	14.00%	13.40%	11.60%

Major Competing Countries

Market Share

i) 344 MALAYSIA	031 %
ii) 577 UNITED STATES OF AMERICA	030 %
iii) 553 UNION OF SOVIET SOC REP	009 %
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 DIMENSIONAL LUMBER	\$ 97.00 M
ii) PLYWOOD	\$ 117.00 M
iii) LOG HOMES	\$ 0.00 M
iv) BUILDING MATERIALS	\$ 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 moderate
- 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 INTERESTS.

Results Expected: REVISION TO ALLOW GREATER USE OF WOOD IN CONSTRUCTION SPECIFICALLY 3 STOREY 2X4 MULTIPLE FAMILY URBAN USE.

Activity: HARDWOOD PROMOTION TO FOLLOW-UP ON CANADIAN MISSION.

Results Expected: STIMULATE AWARENESS AND INQUIRIES FROM JAPANESE IMPORTERS . INCREASED SALES.

Activity: ANALYSIS AND REPORTING ON EVOLUTION OF FOREST PRODUCT INDUSTRY.

Results Expected: IDENTIFICATION OF MARKET OPPORTUNITIES FOR VALUE-ADDED WOOD 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: RESEARCH AND DEVELOPMENT OF MARKET FOR BUILDING MATERIALS, E. G. KITCHEN CABINETS, DOORS, WINDOWS, STAIRCASES, ETC.

Results Expected: INCREASED CONTACT WITH CANADIAN SUPPLIERS.

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: SEMINARS OR PRESENTATION FOLLOWING UP ON INITIATIVES AND MEETINGS DURING MINISTER CARNEY'S VISIT.

Results Expected: RELAX BUILDING CODE TO ALLOW INCREASE IN SALES OF CANADIAN LUMBER.

Activity: PURSUE THE URGENT REQUIREMENT FOR A REDUCTION IN THE SPF TARIFF FROM 10% TO 0.

Results Expected: CANADIAN SPF WILL REGAIN MARKET SHARE FROM USA KILN DRIED HEMLOCK.

Export and Investment Promotion Planning System

87/88 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) \$	1416.00M	\$ 1375.00M	\$ 1335.00M	\$ 1364.00M
Canadian Exports \$	524.00M	\$ 509.00M	\$ 505.00M	\$ 522.00M
Canadian Share of Import Market	37.00%	37.00%	37.80%	38.30%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	034 %
ii) 047 BRAZIL	006 %
iii) 370 NEW ZEALAND	005 %
iv) 507 SWEDEN	004 %
v) 288 SOUTH AFRICA	004 %
vi) 431 PHILIPPINES	001 %

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	\$ 240.00 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:

- 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
- 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.

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 OF VALUE-ADDED COATED AND BUSINESS PAPERS.

Results Expected: IDENTIFICATION OF MARKET, INVESTMENT & TECHNOLOGICAL COOP. OPPORTUNITIES, DEVELOPMENT OF EXPORTS STRATEGY, INCREASED BUSINESS CONTACTS.

Activity: ATTEND AND REPORT ON ANNUAL MEETING OF CANADA/JAPAN PULP AND PAPER ASSOCIATION.

Results Expected: IDENTIFY NEW EXPORT OPPORTUNITIES FOR CDN FIRMS INCLUDING POSSIBLE INVESTMENT OPPORTUNITIES.

Activity: NEWSPRINT SURVEY.

Results Expected: IDENTIFY AREAS WHERE POST CAN SUPPORT SALES OF CANADIAN NEWSPRINT TO JAPAN.

Export and Investment Promotion Planning System

87/88 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 & 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) \$	14175.00M	\$13762.00M	\$13492.00M	\$13042.00M
Canadian Exports \$	1833.00M	\$ 1780.00M	\$ 1745.00M	\$ 1599.00M
Canadian Share of Import Market	12.90%	12.90%	12.90%	12.30%

Major Competing Countries

Market Share

i) 011 AUSTRALIA	036 %
ii) 577 UNITED STATES OF AMERICA	015 %
iii) 288 SOUTH AFRICA	006 %
iv) 206 INDIA	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) COAL	\$ 5244.00 M
ii) COPPER ORE	\$ 1223.00 M
iii) ZINC ORE	\$ 189.00 M
iv) POTASH	\$ 168.00 M
v) MOLYBDENUM ORE	\$ 104.00 M
vi) LEAD ORE	\$ 86.00 M
vii) ASBESTOS	\$ 71.00 M
viii) TITANIUM ORE	\$ 45.00 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:

- 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

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

Activity: CONTINUED REPORTING ON INDUSTRY RESTRUCTURING IDENTIFICATION OF POTENTIAL EFFECTS ON CANADIAN INTERESTS.

Results Expected: REGULAR AND TIMELY PROVISION OF INFORMATION TO OTTAWA, PROVINCES, INDUSTRY.

Activity: MINERALS REPORTS: TRADE AND PRODUCTION INFORMATION ON COMMODITY BASIS; PER MONTH.

Results Expected: ELEVEN REPORTS PER YEAR; IDENTIFICATION OF MARKET SHIFTS, EXPORT OPPORTUNITIES.

Activity: COAL AND STEEL REPORTS: MONTHLY TRADE AND PRODUCTION FIGURES, ANALYSES.

Results Expected: ELEVEN REPORTS PER YEAR. CONTINUAL ANALYSES OF PRODUCTION TRENDS, COAL CONSUMPTION.

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: REPORT ON PRC ACTIVITY IN JAPANESE MARKET PLUS JAPANESE INVESTMENT/DEVELOPMENT IN PRC.

Results Expected: CLEARER UNDERSTANDING OF PRC ROLE AND POTENTIAL AS COMPETITOR IN JAPANESE MARKET; 2 REPORTS.

Export and Investment Promotion Planning System

87/88 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 & SRV

Subsector: 104 METALS, PRIMARY & FABRICATED

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	8153.00M	\$ 7765.00M	\$ 7539.00M	\$ 8562.00M
Canadian Exports \$	340.00M	\$ 320.00M	\$ 315.00M	\$ 330.00M
Canadian Share of Import Market	4.10%	4.10%	4.20%	3.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	012 %
ii) 268 KOREA	008 %
iii) 011 AUSTRALIA	008 %
iv) 553 UNION OF SOVIET SOC REP	005 %
v) 214. INDONESIA	005 %

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) ZINC METAL	\$ 79.50 M
ii) COBALT	\$ 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
- 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:

- 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
- 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: CONTINUED WORK ON CERAMICS AND OTHER ADVANCED INDUSTRIAL MATERIAL TO FOLLOW-UP CONTACTS, PROMOTE COOPERATION, TRADE.

Results Expected: INCREASED NUMBER OF LICENSING, JOINT VENTURE CONTRACTS.

Activity: CONTINUED REPORTING ON JAPANESE POSITIONS ON MULTILATERAL ISSUES PARTICULARLY INTERNATIONAL COMMODITY GROUPS.

Results Expected: REGULAR REPORTING TO OTTAWA TO UPDATE JAPANESE THINKING.

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: COMMODITY SPECIFIC REPORTS ON DOMESTIC DEVELOPMENTS (PRODUCTION, RESTRUCTURING, INVESTMENT PLANS) AFFECTING KEY METALS: LEAD, ZINC, NICKEL COPPER, MOLYBDENUM.

Results Expected: IDENTIFICATION OF MARKET TRENDS WITH INTL. AND CANADIAN EXPORT EFFECTS.

Activity: REPORT ON RARE EARTHS AND METALS DEVELOPMENT INCLUDING OVERSEAS INVESTMENT, COOPERATION PLANS.

Results Expected: CLEARER UNDERSTANDING OF DIRECTION OF JAPANESE INTERESTS AND ACTIVITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 520 TOKYO

Market: 265 JAPAN

Sector: 012 PETROCHEM & CHEM PROD, EGP, SERV

Subsector: 121 CHEM & PETROCHEM PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 10885.00M	\$10183.90M	\$ 8780.80M	\$ 8734.00M
Canadian Exports	\$ 382.30M	\$ 357.80M	\$ 356.20M	\$ 321.70M
Canadian Share of Import Market	3.51%	3.51%	4.06%	3.68%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	042 %
ii) 128 GERMANY WEST	011 %
iii) 112 FRANCE	005 %
iv) 051 UNITED KINGDOM	004 %
v) 512 SWITZERLAND	004 %
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) STYRENE MONOMER	\$ 142.40 M
ii) METHANOL	\$ 210.80 M
iii) ETHYLENE GLYCOL	\$ 165.10 M
iv) ETHYLENE DICHLORIDE	\$ 191.60 M
v) LOW DENSITY POLYETHYLENE	\$ 55.90 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:

- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

COMPETITION FROM GSP COUNTRIES WITH TARIFF ADVANTAGE & POLITICAL/
ECONOMIC LEVERAGE.

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

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

- the adequacy of exporter information in Canadian Directories

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

Activity: ANALYSE AND REPORT ON RESTRUCTURING OF JAPANESE CHEMICAL INDUSTRY

Results Expected: IDENTIFICATION OF TRADE/INVESTMENT POSSIBILITIES, INCREASED CONTACT WITH CDN SUPPLIERS.

Activity: REPORTS ON LIBERALIZATION OF PETROLEUM PRODUCTS AND OIL STOCKPILING PROGRAM, AND OVERSEAS INVESTMENT POLICIES OF OIL COMPANIES.

Results Expected: TOTAL OF FIVE REPORTS. IDENTIFICATION OF EXPORT/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: ANALYSE AND REPORT ON MARKET FOR PLASTIC RESINS AND SPECIALTY CHEMICALS.

Results Expected: IDENTIFICATION OF NEW EXPORT OPPORTUNITIES; INCREASED CONTACT FROM CANADIAN SUPPLIERS.

Activity: ANALYSE AND REPORT ON MARKET ACCESS PROBLEMS FOR CHEMICAL PRODUCTS.

Results Expected: IDENTIFICATION OF PROBLEM AREAS; DEVELOPMENT OF APPROPRIATE EXPORT STRATEGY.

Export and Investment Promotion Planning System

87/88 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) \$	1789.00M	\$ 1722.00M	\$ 1473.00M	\$ 1700.00M
Canadian Exports \$	34.00M	\$ 31.00M	\$ 22.10M	\$ 30.60M
Canadian Share of Import Market	1.90%	1.80%	1.50%	1.80%

Major Competing Countries

Market Share

i) 189 HONG KONG	030 %
ii) 609 EUROPEAN COMMON MARKET C	028 %
iii) 577 UNITED STATES OF AMERICA	015 %
iv) 577 UNITED STATES OF AMERICA	008 %
v) 268 KOREA	012 %

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) FUR GARMENTS	\$ 418.00 M
ii) FUR SKINS	\$ 241.00 M
iii) FLOOR COVERINGS (CARPETS)	\$ 314.00 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 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
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- other factor(s) described by the Trade Office as follows:
TARIFFS ARE PARTICULARLY HIGH ON FUR GARMENTS. DEGREE OF PROTECTION OF LOCAL INDUSTRY BY IMPORT DUTIES HIGH ON FUR GARMENTS, MODERATE ON OTHERS.

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 INFORMATION FROM SUCH CANADIAN SOURCES AS : GROUP EKSPD, FUR FASHION AND CANADIAN FUR INDUSTRY.

Results Expected: TO CREATE MORE INTEREST IN THE MONTREAL INTERNATIONAL FUR FAIR AND THUS INCREASE IMPORTS BY APPROX. \$2 MILLION 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 MADE OVER PAST YEAR.

Results Expected: STIMULATE AGENTS FOR MORE AGGRESSIVE MKTING & TO PARTICIPATE TO REGIONAL FAIRS . ASSESS INCREASING JPNSE INTEREST FOR CDN FUR GARMENTS.

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 ON CDN FUR GARMENTS AT THE CANADA TRADE CENTER AND TO STIMULATE TRADE ENQUIRIES.

Results Expected: TO ATTRACT MORE CUSTOMERS BY BECOMING BETTER KNOWN. AIM IS TO DOUBLE CURRENT 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 SEEK NEW AGENTS TO EXHIBIT WIDER VARIETY OF APPAREL ITEMS AT THE CANADA TRADE CENTER.

Results Expected: TO DOUBLE SALES OF SUCH ITEMS AS COWICHAN SWEATERS AND TO STIMULATE TRADE ENQUIRIES.

Export and Investment Promotion Planning System

87/88 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 & GIFTWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	137.00M	\$ 133.00M	\$ 122.00M	\$ 85.70M
Canadian Exports \$	2.60M	\$ 2.40M	\$ 2.20M	\$ 2.40M
Canadian Share of Import Market	1.90%	1.80%	1.80%	2.80%

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

- i) COSTUME JEWELLERY
- ii) GIFTWARE

Current Total Imports
In Canadian \$
\$ 98.00 M
\$ 17.00 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 VISIT DEPARTMENT STORES TO EVALUATE RESULTS OF 1986 JEWELLERY PROMOTION.

Results Expected: TO ENCOURAGE STORES TO SELL CANADIAN JEWELLERY ON A PERMANENT BASIS.

Activity: TO FOLLOW UP WITH MAIL ORDER CATALOGS COMPANIES ON THEIR EXPRESSED INTENTION TO ADVERTISE CANADIAN PRODUCTS.

Results Expected: TO WIDEN PUBLICITY ON CDN CAPABILITY AND SELECTION AND TO INCREASE SALES AND STIMULATE TRADE INQUIRIES.

Activity: TO REVIEW THE CANADA TRADE CENTER PUBLICITY APPROACH SALES TOWARDS GIFTWARE ITEMS.

Results Expected: TO BOOST SALES UP TO 2 MILLION DOLLARS NEXT YEAR & TO STIMULATE TRADE ENQUIRIES.

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 NEW PRODUCTS AT THE CANADA TRADE CENTER.

Results Expected: TO DOUBLE OUR CURRENT SALES AND TO STIMULATE TRADE ENQUIRIES.

Activity: TO MEET WITH AGENTS TO URGE THEM TO PARTICIPATE IN REGIONAL SHOWS

Results Expected: TO ATTRACT LOCAL DISTRIBUTORS OUTSIDE THE TOKYO ENVIRONS.

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 DISSEMINATE PERTINENT INFORMATION ON THE JPNSE MARKET TO CDN INDUSTRY THROUGH THE JAPAN DESK AND DRIE REGIONAL OFFICES.

Results Expected: TO INTEREST NEW EXPORTERS IN THE JAPANESE MARKET.

Export and Investment Promotion Planning System

87/88 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) \$	1000.00M	\$ 1000.00M	\$ 857.00M	\$ 900.00M
Canadian Exports \$	0.90M	\$ 0.90M	\$ 0.60M	\$ 1.20M
Canadian Share of Import Market	0.90%	0.90%	0.07%	0.13%

Major Competing Countries	Market Share
i) 192 PEOPLE'S REP OF CHINA	045 %
ii) 112 FRANCE	025 %
iii) 577 UNITED STATES OF AMERICA	020 %

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) CDN ARTS AND CRAFTS	\$ 517.00 M
ii) SHEET MUSIC/RECORDS/FILMS	\$ 43.00 M
iii) SCULPTURES	\$ 55.00 M
iv) JADE CARVINGS	\$ 0.00 M
v) SOAPSTONE CARVINGS	\$ 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 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 JPNSE GALLERIES THAT SPONSOR CANADIAN ARTISTS.

Results Expected: TO STIMULATE INTEREST IN CANADIAN ART AND OBTAIN A BETTER UNDERSTANDING OF HOW TO INCREASE SALES 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: TO INCREASE PUBLICITY OF CANADIAN ARTS AND CRAFTS THROUGH THE CANADA TRADE CENTER.

Results Expected: TO CREATE GREATER AWARENESS OF WHAT CANADA HAS TO OFFER AND TO STIMULATE TRADE ENQUIRIES

Activity: TO VISIT DEPARTMENT STORES TO ENCOURAGE THEM TO SPONSOR AND/OR DISPLAY CANADIAN ARTS AND CRAFTS.

Results Expected: TO WIDEN PUBLICITY CREATE A SALES NICHE IN DEPT. STORES ON A PERMANENT BASIS, AND TO STIMULATE TRADE ENQUIRIES.

Activity: TO USE MAIL ORDER CATALOGS TO ADVERTISE.

Results Expected: TO INCREASE SALES & TO STIMULATE TRADE ENQUIRIES.

Export and Investment Promotion Planning System

87/88 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) \$	250.00M	\$ 250.00M	\$ 267.00M	\$ 236.00M
Canadian Exports \$	2.50M	\$ 2.50M	\$ 2.40M	\$ 2.60M
Canadian Share of Import Market	1.00%	1.00%	1.90%	1.10%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 434 TAIWAN	020 %
iii) 112 FRANCE	013 %
iv) 026 AUSTRIA	010 %
v) 128 GERMANY WEST	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) ICE SKATES	\$ 1.30 M
ii) HOCKEY STICKS	\$ 1.00 M
iii) SPORTS EQUIPMENT	\$ 1.20 M
iv) HARDWOOD FLOORING	\$ 60.00 M
v) GARDENING TOOLS	\$ 0.70 M
vi) D. I. Y. PRODUCTS	\$ 201.00 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
- other factor(s) described by the Trade Office as follows:

DIY 1986 REPORT INDICATES STRONG POTENTIAL FOR WOOD MANUFACTURED PRODUCTS. 1986 JPN SPORTING GOODS MKT STUDY AVAILABLE.

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 DIY STEP PROGRAM WITH MITI, JETRO AND DIY ASSOC. AND TO ENSURE DEA REPORT (SEPT 1986) ON DIY MISSION TO JAPAN IS DISTRIBUTED TO CDN INDUSTRY.

Results Expected: TO IDENTIFY CLEARLY THE PRODUCTS ON WHICH CANADA SHOULD FOCUS & TO STIMULATE TRADE ENQUIRIES.

Activity: TO CONTACT DIY STORES VISITED DURING DIY MISSION.

Results Expected: TO INTRODUCE, AS A START, SMALL QUANTITIES OF CANADIAN DIY PRODUCTS IN THOSE STORES.

Activity: TO MEET WITH SPORTS EQUIPMENT AGENTS AND TO DISTRIBUTE 1986 STUDY ON THE SPORTING GOODS MARKET IN JAPAN.

Results Expected: TO MAINTAIN OUR CURRENT SALES & TO STIMULATE NEW ENQUIRIES FOR SELECT PRODUCTS THAT SHOW MODERATE GROWTH 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: TO ENCOURAGE AGENTS OF SPORTS EQUIPMENT TO PARTICIPATE IN REGIONAL SHOWS.

Results Expected: TO FIND LOCAL DISTRIBUTORS AND TO MAKE SPOT 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 PROMOTE IDEA OF SELLING CANADIAN DIY PRODUCTS TO JAPANESE HOME BUILDERS.

Results Expected: TO GIVE DIY INDUSTRY INCREASED OPPORTUNITIES/ AVENUES TO SELL IN THE JAPANESE MARKET.

Export and Investment Promotion Planning System

87/88 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 & APPLIANCES

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	\$ 400.00M	\$ 270.00M
Canadian Exports \$	4.00M	\$ 3.50M	\$ 4.00M	\$ 8.10M
Canadian Share of Import Market	0.80%	0.70%	1.00%	3.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	045 %
ii) 609 EUROPEAN COMMON MARKET C	035 %
iii) 434 TAIWAN	015 %
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	\$ 350.00 M
ii) APPLIANCES	\$ 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 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

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 DEPARTMENT STORES THAT SPONSORED CANADIAN EVENTS LAST YEAR TO EVALUATE RESULTS RE CANADIAN APPLIANCES.

Results Expected: TO STRENGTHEN OUR SHARE OF THE MARKET IN SOME AND ENCOURAGE OTHERS TO SELL PRODUCTS ON A CONTINUED BASIS.

Activity: TO REPORT ON JPENSE FURNITURE INDUSTRY AS A FOLLOW-UP TO THE MITI STEP PROGRAM ON FURNITURE WITH AUSTRALIA AND TO EVALUATE CANADIAN POSITION.

Results Expected: TO DETERMINE WHICH SECTOR OF THE MARKET COULD BE OF INTEREST TO CANADIAN EXPORTERS.

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 CENTRE.

Results Expected: TO MAINTAIN OUR SHARE OF THE MARKET & TO STIMULATE TRADE INQUIRIES.

Activity: TO MEET WITH AGENTS MORE OFTEN TO GENERATE MORE INTEREST IN THEIR PROMOTION OF CANADIAN PRODUCTS.

Results Expected: TO DISCUSS/DEVELOP/ASCERTAIN NEW WAYS TO MARKET PRODUCTS & TO STIMULATE TRADE ENQUIRIES.

Activity: TO UPDATE OUR IN-HOUSE INFORMATION ON THE MARKET.

Results Expected: TO OFFER MORE ACCURATE INFORMATION TO CDN EXPORTERS ON CHOICE OF PRODUCTS APPROPRIATE TO JAPAN.

Export and Investment Promotion Planning System

87/88 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 PHARMCEUTICALS & BIOTECHNOLOGY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1778.00M	\$ 1900.00M	\$ 1645.00M	\$ 1384.00M
Canadian Exports \$	8.00M	\$ 7.60M	\$ 6.40M	\$ 9.00M
Canadian Share of Import Market	0.45%	0.40%	0.38%	0.65%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	040 %
ii) 577 UNITED STATES OF AMERICA	020 %
iii) 512 SWITZERLAND	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) PHARMACEUTICAL PRODUCTS INCL. VET MEDECINES	\$ 1368.00 M
ii) MEDICAL & SURGICAL SUPPLIES	\$ 23.00 M
iii) BIOLOGICAL PRODUCTS	\$ 33.00 M
iv) ORTHOPAEDIC SUPPLIES	\$ 208.00 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 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:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

MULTINATIONALS TEND NOT TO SHIP TO JPN FM CDA. JPN DRUG REG SYSTEM MAKES ACCESS MORE DIFF. CDN SECTORAL CAP. STRONGER ON DOSAGE MANUFACTURING THAN RAW MATERIAL PRODUCTION.

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
- 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 CONCERNING PHARMACEUTICAL IMPORTS

Results Expected: TO ENSURE POTENTIAL EXPORTERS ARE BETTER INFORMED.

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 PURSUE TAESTE OR DEVELOP OTHERS, IN PART THROUGH DISTRIBUTION TO CDN INDUSTRY OF THE 1986 BISTECH MISSION TO JAPAN REPORT.

Results Expected: TO ATTRACT NEW EXPORTERS TO JAPAN.

Activity: TO PUBLISH INFORMATION ON THE CANADIAN INDUSTRY IN THE EMBASSY PRODUCED CANADA NEWS IN JAPAN.

Results Expected: TO ATTRACT/INTEREST NEW CDN IMPORTERS IN THE JAPANESE MARKET.

Export and Investment Promotion Planning System

87/88 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. & MEDICAL EQUIP, INSTRUM.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1242.00M	\$ 1000.00M	\$ 1200.00M	\$ 753.00M
Canadian Exports \$	7.00M	\$ 5.30M	\$ 8.40M	\$ 6.70M
Canadian Share of Import Market	0.56%	0.53%	0.70%	0.89%

Major Competing Countries

Market Share

- | | |
|----------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 065 % |
| ii) 609 EUROPEAN COMMON MARKET C | 027 % |

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	\$ 933.00 M
ii) OPTICAL INSTRUMENTS	\$ 80.00 M
iii) HEARING AIDS	\$ 13.00 M
iv) X-RAY/RELATED INSTRUMENTS	\$ 152.00 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 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:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

CANADA HAS BETTER SECTORAL CAPACITY IN HEARING AIDS & X-RAY RELATED INSTRUMENTS THAN IN HOSPITAL EQUIPMENT & OPTICAL INSTRUMENTS.

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
- 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 PURSUE MKT OPPORTUNITIES WITH INDIVIDUAL COMPANIES VISITING JAPAN.

Results Expected: PROVIDE OPPORTUNITIES TO LOCATE IMPORTERS & DISTRIBUTORS & TO WORK W/EXPORTERS TO ENHANCE PENETRATE JAPANESE MARKET.

Activity: TO VISIT LOCAL AGENTS TO KEEP THEM ADVISED DEVELOPMENT IN CANADIAN INDUSTRY.

Results Expected: STIMULATE INTEREST IN CDA NEW PRODUCT DEVELOPMENT TO MAINTAIN CDN MKT SHARE, IDENTIFY NEW BUSINESS OPPORTUNITIES & STIMULATE TRADE ENQUIRIES.

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/ANALYSE INFORMATION ON JPNESE MARKET DEMANDS/TRENDS AND REPORT TO OTTAWA AND THE CDN INDUSTRY ON DEVELOPMENTS AND OPPORTUNITIES IN JAPAN.

Results Expected: TO PRESENT OPPORTUNITIES FOR FURTHER PENETRATION BY CDN EXPORTERS & TO IDENTIFY NEW AVENUES BY WHICH NEW CDN EXPORTERS MIGHT APPROACH THIS MARKET.

Export and Investment Promotion Planning System

87/88 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) \$	300.00M	\$ 297.00M	\$ 293.00M	\$ 300.00M
Canadian Exports \$	0.90M	\$ 0.89M	\$ 0.88M	\$ 0.81M
Canadian Share of Import Market	0.30%	0.30%	0.30%	0.27%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	045 %
ii) 051 UNITED KINGDOM	021 %
iii) 128 GERMANY WEST	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 In Canadian \$
i) BOOKS & PAMPHLETS	\$ 197.00 M
ii) CHILDREN'S PICTURE & PAINTING BOOKS	\$ 3.70 M
iii) PICTURE POSTCARDS & CHRISTMAS/GREETING CARDS	\$ 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:

- 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 CONTINUE LOOKING FOR OPPORTUNITIES AND ADVISE THOSE INDIVIDUAL COMPANIES INTERESTED IN JAPAN.

Results Expected: RECRUIT COS TO PARTICIPATE IN FAIR OR VISIT JAPAN, TO MAINTAIN CDN MKT SHARE & POTENTIAL-
LY INFLUENCE 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: TO COLLECT/ANALYZE INFORMATION ON MARKET OPPORTUNITIES & IDENTIFY POSSIBLE NEW AVENUES OR CLIENTS TO CDN INDUSTRY.

Results Expected: TO BETTER ASSIST CDN COS INTERESTED IN JPN.
TO ASSESS MKT NEEDS/POTENTIAL FOR NEW EXPORTERS & STIMULATE TRADE ENQUIRIES.

Export and Investment Promotion Planning System

87/88 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) \$	76.00M	\$ 75.00M	\$ 74.00M	\$ 74.00M
Canadian Exports \$	5.00M	\$ 5.00M	\$ 4.00M	\$ 4.00M
Canadian Share of Import Market	6.00%	6.00%	5.00%	5.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	056 %
ii) 609 EUROPEAN COMMON MARKET C	037 %

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) VENEER	\$ 1.00 M
ii) WOODEN DOORS	\$ 0.20 M
iii) CEDAR SHINGLES	\$ 0.04 M
iv) CEDAR SHAKES	\$ 0.04 M
v) WOODEN WINDOWS	\$ 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:

- 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: 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

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: MARKET REPORT ON DISTRIBUTION SYSTEM FOR BUILDING MATERIALS.

Results Expected: PROVIDE INFORMATION ON DOMESTIC SYSTEM AND LIST OF AGENTS/DISTRIBUTORS FOR BUILDING PRODUCTS.

Activity: IDENTIFY AND CONTACT AGENTS/DISTRIBUTORS FOR BUILDING PRODUCTS.

Results Expected: INCREASE EXPORTS OF CANADIAN BUILDING PRODUCTS TO 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: THE CONSTRUCTION OF THE NEW CHANCERY BUILDING IN 1988 WILL PROVIDE AN OPPORTUNITY TO SHOW A WIDE RANGE OF CANADIAN BUILDING SYSTEMS AND COMPONENTS.

Results Expected: THE DEMONSTRATION OF CANADIAN BUILDING PRODUCTS IN A PRESTIGE BUILDING SHOULD LEAD TO INCREASED SALES IN JAPAN.

Export and Investment Promotion Planning System

87/88 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 & MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	65.00M	\$ 60.00M	\$ 50.00M	\$ 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) 577 UNITED STATES OF AMERICA	070 %
ii) 128 GERMANY WEST	015 %
iii) 268 KOREA	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 \$
\$ 20.00 M

i) ROBOTICS - ROBOTS 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
- 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:

- No factors reported by mission

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: 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 POTENTIAL TO SUPPLY.

Activity: WITH OTTAWA SUPPORT MANDATORY EFFORTS WILL BE MADE TO MARKET CDN 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

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 520 TOKYO		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
NEW BUSINESS DEVELOPMENT PLAN	TOKYO	0087
FOODEX	TOKYO	0388
NEW BUSINESS DEVELOPMENT PLAN	TOKYO	0088
020 MISSION OUTGOING		
ALFALFA FEED SEMINAR IN JAPAN	TOKYO	0487
024 MISSION INCOMING		
RETAIL FOOD BUYERS		0087
FOOD SERVICE BUYERS		0087
RETAIL FOOD BUYERS		0088
FOOD SERVICE BUYERS		0088
Sector: 003 GRAINS AND OILSEEDS		
020 MISSION OUTGOING		
CANOLA CONSULTATION	TOKYO	1187
024 MISSION INCOMING		
CANOLA PRE-CONSULTATIONS	WINNIPEG/EDMTN	0687
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS		
COMMUNICATION SHOW	TOKYO	0487
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING		
ELECTRONICS SHOW AND MISSION	TOKYO	1087
024 MISSION INCOMING		
SOFTWARE BUYERS		0388
ELECTRONICS BUYERS MISSION FROM JAPAN		0687
Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.		
010 FAIRS		
TOKYO MOTOR SHOW, TOKYO, JAPAN	TOKYO	1087
Sector: 009 FOREST PRODUCTS, EQUIP. SERVICES		
020 MISSION OUTGOING		
MFTD WOOD PRODS MISSION & JAPAN HOME SHOW	TOKYO	0087

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: 009 FOREST PRODUCTS, EQUIP, SERVICES		
020 MISSION OUTGOING		
HARDWOOD MISSION	TOKYO	0087
TIMBER FRAME MISSION & WOOD CONSTRUCTION SEMINARS	TOKYO	0687
024 MISSION INCOMING		
CODE REVIEW MISSION FM JAPAN		0687
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS		
FINE CERAMICS FAIR AND MISSION	NAGOYA	0388
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
REGIONAL SHOWS	TOKYO	0000
TOKYO INTERNATIONAL GIFT SHOW	TOKYO	0288
REGIONAL SHOWS		0000
TOKYO SPORTING GOODS SHOW, TOKYO, JAPAN	TOKYO	0288
024 MISSION INCOMING		
MISSION FROM JAPAN TO MONTREAL FUR FAIR	MONTREAL	0587
MISSION FROM JAPAN TO CHHMA SHOW IN TORONTO	TORONTO	0288
MISSION FROM JAPAN TO CSGA SHOW IN MONTREAL	MONTREAL	0288

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 520 TOKYO		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
NEW BUSINESS DEVELOPMENT PLAN	TOKYO	0089
FOODEX	TOKYO	0389
Sector: 003 GRAINS AND OILSEEDS		
024 MISSION INCOMING		
CANOLA CONSULTATION		1188
CANOLA PRE-CONSULTATIONS	TOKYO	0688
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS		
COMMUNICATION SHOW	TOKYO	0488

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 520 TOKYO		
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING ELECTRONICS SHOW AND MISSION	TOKYO	1088
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
020 MISSION OUTGOING TIMBER FRAME CONSTRUCTION MISSION TO JAPAN	TOKYO	0089
HARDWOOD MISSION TO JAPAN	TOKYO	0089
MANUFACTURED WOOD PRODUCT MISSION TO JAPAN	TOKYO	0089
024 MISSION INCOMING CODE REVIEW MISSION TO CANADA		0689
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS FINE CERAMICS FAIR AND MISSION	NAGOYA	0389
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS TOKYO INTERNATIONAL GIFT SHOW	TOKYO	0289
TOKYO SPORTING GOODS SHOW	TOKYO	0089
REGIONAL SHOWS	TOKYO	0089
024 MISSION INCOMING MISSION FROM JAPAN TO CHHMA SHOW IN TORONTO	TORONTO	0289
MISSION FM JAPAN TO MONTREAL INTL FUR FAIR	MONTREAL	0588
MISSION FROM JAPAN TO CSGA SHOW IN MONTREAL	MONTREAL	0289

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 521 ISLAMABAD

Country: 418 PAKISTAN

PAKISTAN HAD RECORD COTTON & WHEAT CROPS IN PFY 1985-86 (JULY 85-JUNE 86) WHICH RESULTED, WHEN COMBINED WITH IND'L EXPANSION, IN A SECOND CONSECUTIVE YR OF ABOVE-AVERAGE GROWTH FOLLOWING THE CROP FAILURE OF PFY 1983-84. REAL GROWTH IN GNP WAS MORE THAN 7%, THE SAME AS LAST YR. INFLATION WAS KEPT LOW, AVERAGING 5%. DOMESTIC OIL PROD'N REACHED ABOUT 47000 BOD UP FM 15000 BOD TWO YRS AGO & NOW ACCOUNTS FOR A QUARTER OF THE COUNTRY'S NEEDS. DESPITE THESE POSITIVE DVLPMTS, HOWEVER, THE ECON. SEEMS UNABLE TO TRANSLATE GROWTH INTO STRONGER EXPORT PERFORMANCE. WHILE THE MERCHANDISE TRADE DEFICIT NARROWED TO C\$3.5 BN THIS YR IT STILL REPESENTS A HUGE 8% OF GNP & WAS ACHIEVED BY DUMPING THE MASSIVE COTTON CROP ON WORLD MKTS AT RECORD LOW PRICES. THE DEFICIT IS CHRONIC & HAS BEEN FINANCED BY REMITTANCES FM EMIGRANT WORKERS IN THE MIDDLE EAST WHO ARE NOW STARTING TO RETURN HOME. A LIQUIDITY CRISIS WAS NARROWLY AVERTED IN THE SUMMER OF '85 WHEN FOREIGN RESERVES FELL TO ABOUT 2 WKS IMPORTS. RESERVES HAVE NOW BEEN BUILT UP AGAIN BUT A BAD CROP & DECLINING REMITTANCES WLD AGAIN PUT PRESSURE ON THE ECONOMY. THE OUTLOOK FOR PFY 1986-87 DEPENDS LARGELY UPON COMMODITY PRICES & THE COUNTRY'S HARVEST. THE GOVT PROJECTS 7.5% GROWTH, A RATE SOMEWHAT HIGHER THAN LAST YR. WHILE INITIAL CROP REPORTS ARE GOOD, LAST YR'S RECORDS MIGHT NOT BE SURPASSED & GROWTH WILL PROBABLY BE LESS. PAKISTAN'S IMPORT BILL IN PFY 1985-86 WAS C\$7.9 BILLION. CDA'S SHARE WAS ONLY C\$84 MILLION, ROUGHLY 1%. TRADE STATS FOR PFY 1986-87 WILL PROBABLY SHOW A BILATERAL SURPLUS IN PAKISTAN'S FAVOUR FOR THE FIRST TIME BECAUSE OF A SWAP OF 8 LARGE JETS (4 EACH WAY) BETWEEN PIA AND CP AIR. PAKISTAN'S EXPORTS TO CDA, ROUGHLY C\$110-140 WILL SHOW BUT CDA'S EXPORTS TO PAKISTAN C\$140-170 WILL BE ROUTED THROUGH THE U. S. & NOT APPEAR IN THE STATS. SEVERAL ECONOMIC DVLPMTS HAVE POSITIONED SELECT CDN EXPORTERS FOR SIGNIFICANT EXPORT SALES IN THE SHORT TO MEDIUM TERM. THE POWER UTILITIES ARE TRYING TO ELIMINATE LOADSHEDDING BY 1990 AND THERE ARE GOOD OPPORTUNITIES FOR HYDROELECTRIC AND THERMAL POWER GENERATION COMPANIES. THE TELEPHONE UTILITY, AFTER A LONG DELAY, IS FINALLY LAUNCHED ON ITS MODERNIZATION PROGRAM. PAKISTAN'S EXPANDING OIL AND GAS INDUSTRY IS ATTRACTING CDN SUPPLIERS AND INVESTORS. CANOLA OIL COULD BE POSITIONED TO ENTER PAKISTAN'S HUGE MARKET FOR VEGETABLE OIL AND FINALLY THERE ARE OPPORTUNITIES IN THE TRANSPORTATION SECTOR, (AIR AND RAIL). THERE IS NO SIGNIFICANT POTENTIAL FOR CANADIAN TRADE WITH AFGHANISTAN BECAUSE OF THE SOVIET OCCUPATION.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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 & ENERGY EQUIP. & SERV.

REASONS: UTILITIES MUST ELIMINATE LOAD SHEDDING BY 1990. MAJOR HYDRO, THERMAL GENERA'N & HIGH VOLT. TRANSM'N PROJS ARE PLANNED. CDN GOODS & SERVICES ARE WELL KNOWN BECAUSE OF CIDA PROJECTS.

2. 005 COMM. & INFORM. EQP. & SERV

REASONS: PAKISTAN TELEGRAPH & TELEPHONE IS FINALLY BEGINNING TO IMPLEMENT ITS LONG TERM EXPANSION PLAN AFTER A LONG DELAY. A FULL RANGE OF GOODS AND SERVICES WILL BE REQUIRED.

3. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: OIL PRODUCTION UP FM 15000 BOD TO 47000 BOD OVER THE LAST 2 YEARS. CDN GOODS AND SERVICES ARE WELL KNOWN BECAUSE OF CIDA PROJECTS.

4. 003 GRAINS AND OILSEEDS

REASONS: PAKISTAN IMPORTED C\$520 MN OF VEGETBLE OIL IN CURRENT YEAR. OUR SHARE IS VERY SMALL. CANOLA OIL NOW HAS TARIFF & TREATMENT. CIDA FOOD AID WILL HELP TO INTRODUCE CANOLA OIL TO MARKET.

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

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 003 GRAINS AND OILSEEDS
3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
4. 011 OIL & GAS EQUIPMENT, SERVICES

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

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) \$	580.00M	\$ 530.00M	\$ 590.00M	\$ 600.00M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 6.00M	\$ 0.00M
Canadian Share of Import Market	1.70%	1.00%	1.00%	0.00%

Major Competing Countries

Market Share

i) 344 MALAYSIA	067 %
ii) 577 UNITED STATES OF AMERICA	023 %
iii) 047 BRAZIL	008 %
iv) 616 OTHER COUNTRIES	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 \$
\$ 5.00 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: \$ 13 M
Financing Source: 011 CIDA
For further info. please contact:
R. THIVIERGE, CIDA HULL. TEL#819-997-0944
- ii) Project Name: AFGHAN REFUGEE RELIEF
Approximate Value: \$ 5 M
Financing Source: 011 CIDA
For further info. please contact:
R. THIVIERGE, CIDA HULL. TEL#819-997-0944

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).

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

POST RECENTLY OBTAINED FAIR TARIFF TREATMENT FOR CANOLA OIL SO THAT IT CAN NOW COMPETE WITH SOYABEAN OIL ON AN EQUAL 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:

- 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 REFUGEE RELIEF AID AND (B) NEW BILATERAL (CDN/PAK) FOOD AID FOCUSED UPON CANOLA OIL BY CIDA

Results Expected: MAINTENANCE OF \$5-6 MM SALE FOR AFGHAN RELIEF AND INTRODUCTION OF CANOLA OIL TO LOCAL MARKET. POSSIBLE COMBINED SALES OF UPTO \$20 MM IN FY 86/7.

Activity: FOLLOW UP UPON CANOLA OIL MISSION SCHEDULED FOR JANUARY 87.

Results Expected: IDENTIFICATION & INTRODUCTION TO PAKISTAN OF AT LEAST 2 CANOLA OIL SUPPLIERS SERIOUSLY INTERESTED IN PAKISTANI MARKET. IDENTIFICATION OF TECHNICAL BARRIERS TO INTROD. OF CANOLA OIL

Activity: ESTABLISHMENT OF CLOSE RELATIONS WITH LOCAL AGENTS FOR CANOLA OIL SUPPLIERS (PROBABLY MITSUI & MITSUBISHI).

Results Expected: COORDINATED MARKETING ACTIVITY BY POST. AGENTS AND EXPORTERS.

Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 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: PREPARATION OF ANNUAL SURVEY OF WHEAT, COARSE GRAINS & OILSEEDS MARKET.

Results Expected: PROVIDE BASIC MARKET INFORMATION TO BUREAU FOR DISSEMINATION TO INDUSTRY.

Activity: PRESENTATION ON CANADIAN CAPABILITY BY INDEPENDENT OIL SEED EXPERT DURING PLANNED COMMODITY FORUM.

Results Expected: ENHANCE CANOLA OIL REPUTATION AS DEPENDABLE SUBSTITUTE FOR SOYABEAN OIL.

Activity: INTENSIFY VISITS UPON GHEE CORPORATION IN LAHORE AND PRIVATE OIL SEED CRUSHERS AND BROKERS.

Results Expected: OBTAIN ADVANCE INFORMATION ABOUT GHEE CORP SOFT VEGETABLE OIL TENDERS. ENSURE AT LEAST TWO BIDS ON GHEE CORP TENDERS.

Export and Investment Promotion Planning System

87/88 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	\$ 400.00M
Canadian Exports \$	5.00M	\$ 2.00M	\$ 6.00M	\$ 4.00M
Canadian Share of Import Market	0.87%	0.40%	1.20%	1.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 192 PEOPLE'S REP OF CHINA	020 %
iii) 112 FRANCE	010 %
iv) 051 UNITED KINGDOM	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	\$ 2.00 M
ii) HELICOPTERS	\$ 0.00 M
iii) R/O FOR ARMY AVIATION	\$ 0.00 M
iv) HARBOUR DEFENCE	\$ 0.00 M
v) AIRCRAFT ENGINES	\$ 0.00 M
vi) JEEP RETROFIT	\$ 0.00 M
vii) DRONES	\$ 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
- other factor(s) described by the Trade Office as follows:

THE UNITED STATES NEW MILITARY AID PROGRAM STARTING IN USFY 88/9 WILL COMMIT, SUBJECT TO FINAL CONGRESSIONAL APPROVAL, C\$2.4 BILLION AT CONCESSIONAL RATES.

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 THE SLAR RADAR SYSTEM ORDER WORTH C\$ 43 MM.

Activity: POSSIBLE VISIT OF PAKISTAN NAVY TEAM TO CANADA TO SEE INTERNATIONAL SUBMARINE ENGINEERING REGARDING HARBOUR DEFENCE PROJECT.

Results Expected: DECISION ON THE HARBOUR DEFENCE PROJECT WORTH C\$ 9 MM.

Activity: COMPLETION OF ARMY AVIATION'S SHOOTING TRIALS FOR MBB HELICOPTER.

Results Expected: STARTING OF ARMY AVIATION'S FINAL EVALUATION OF HIGH ALTITUDE HELICOPTER ORDER WORTH C\$ 34 MM.

Export and Investment Promotion Planning System

MISSION: 521 ISLAMABAD

COUNTRY: 418 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: 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

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

Sector: 005 COMM. & INFORM. EGP. & 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) \$	100.00M	\$ 86.00M	\$ 52.00M	\$ 45.00M
Canadian Exports \$	5.00M	\$ 2.00M	\$ 1.00M	\$ 0.00M
Canadian Share of Import Market	5.00%	2.00%	2.00%	0.00%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	021 %
ii) 507 SWEDEN	016 %
iii) 265 JAPAN	015 %
iv) 577 UNITED STATES OF AMERICA	010 %
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	\$ 1.00 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.

i) Project Name: CENTRAL, DIGITAL TELEPHONE EXCHANGE
(SECOND SUPPLIER)

Approximate Value: \$ 50 M

Financing Source: 023 EDC

For further info. please contact:

J.M. MUNDY, ISLAMABAD. 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:

P. A. ROLLAND TEL 996-5824 J. MUNDY, ISLAMABAD TLX5700

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
- 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: LOBBYING WITH PTT AND MINISTRY OF COMMUNICATIONS TO OBTAIN A "NO OBJECTION CERTIFICATE" FOR CANADIAN-MADE PABX EQUIPMENT.

Results Expected: IMPLEMENTATION OF AT LEAST ONE JOINT-VENTURE WITH A LOCAL COMPANY BEFORE THE END OF CFY 86/7.

Activity: PROMOTION OF A CANADA-PAKISTAN SCIENTIFIC COOPERATION AGREEMENT WITH SUPARCO FOCUSED UPON REMOTE SENSING AND SATELLITE TELECOMMUNICATIONS.

Results Expected: START A DIALOGUE BETWEEN EXT AFF HQ AND GOVERNMENT OF PAKISTAN ON A POSSIBLE AGREEMENT.

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: PREPARATION OF MARKETING REPORT ON PTT'S MODERNIZATION PLAN AND DISSEMINATION TO CANADIAN EXPORTERS.

Results Expected: DISSEMINATION OF ADVANCE INFORMATION ON PTT'S REQUIREMENTS LEADING TO MINIMUM TWO CANADIAN BIDS ON ITS TENDERS.

Activity: PROMOTION OF MAJOR CANADIAN MANUFACTURERS WITH PTT AND GOVERNMENT OF PAKISTAN.

Results Expected: NEW PROPOSALS BY AT LEAST ONE CDN COMPANY FOR A LOCAL INVESTMENT IN TELECOMMUNICATIONS EQUIPMENT MANUFACTURING

Activity: ASSISTANCE FOR NEGOTIATIONS LEADING TO A SCIENTIFIC COOPERATION AGREEMENT WITH SUPARCO.

Results Expected: CONCLUSION OF AN AGREEMENT LEADING TO TECHNICAL EXCHANGE ON PAKISTAN'S SATELLITE PROGRAM.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

Sector: 007 POWER & ENERGY EQUIP. & 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) \$	410.00M	\$ 340.00M	\$ 305.00M	\$ 202.00M
Canadian Exports \$	15.00M	\$ 2.00M	\$ 12.00M	\$ 8.00M
Canadian Share of Import Market	4.00%	1.00%	4.00%	4.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	039 %
ii) 192 PEOPLE'S REP OF CHINA	018 %
iii) 265 JAPAN	016 %
iv) 128 GERMANY WEST	010 %

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) HYDRAULIC TURBINES	\$ 2.00 M
ii) GENERATORS	\$ 0.00 M
iii) SPARES & PARTS FOR TUBINES & GENERATORS	\$ 2.00 M
iv) TRANSFORMERS	\$ 4.00 M
v) SWITCHGEARS	\$ 3.00 M
vi) CONSULTING SERVICES	\$ 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: 3-4 LOW HEAD POWER PROJECTS
Approximate Value: \$ 100 M
Financing Source: 011 CIDA 001 IBRD
023 EDC 024 BC

For further info. please contact:
J. M. MUNDY, ISLAMABAD, 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: POWER SECTOR LINE OF CREDIT

Approximate Value: \$ 35 M

Financing Source: 011 CIDA

For further info. please contact:

BLOCK/CIDA TEL 997-4392 MUNDY, ISLAMABAD TLX 5700

iii) Project Name: KALABAGH DAM

Approximate Value: \$ 2500 M

Financing Source: 001 IBRD 024 BC
023 EDC 006 ASDB

For further info. please contact:

ROLLAND TEL 996-5824 MUNDY, ISLAMABAD TLX#5700

iv) Project Name: TRANSMISSION LINES

Approximate Value: \$ 100 M

Financing Source: 024 BC 001 IBRD
006 ASDB

For further info. please contact:

J. M. MUNDY, ISLAMABAD 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

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: CONTINUED LIAISON WITH SENIOR MANAGEMENT OF WAPDA TO RESOLVE TARBELA TURBINE DISPUTE.

Results Expected: AWARD OF FOUR LARGE TURBINES TO A CANADIAN SUPPLIER WORTH C\$68 MILLION OVER 3-4 YEARS.

Activity: LOBBYING WITH WAPDA AND GOVERNMENT OF PAKISTAN TO OBTAIN APPROVAL FOR A FEASIBILITY STUDY INTO A LOW HEAD HYDRO PROJECT.

Results Expected: AWARD OF A FEASIBILITY STUDY UNDER CIDA CPPF PROGRAM WORTH C\$0.5- 1.4 MM.

Activity: LOBBYING WITH WAPDA TO SUPPORT CANADIAN COMPANIES PURSUING THE WORLD BANK'S COASTAL COAL FIRED POWER PROJECT FEASIBILITY STUDY.

Results Expected: SHORTLISTING OF AT LEAST ONE CANADIAN COMPANY FOR THIS STUDY WORTH C\$ 1-3 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: UPDATING OF POST'S BRIEFING NOTES ON THE POWER SECTOR WITH NEW SECTIONS ON WAPDA'S DECISION MAKING PROCESS.

Results Expected: BETTER PREPARATION FOR BUSINESSMEN SEEKING WAPDA PROJECTS.

Activity: LOBBYING WITH WAPDA FOR AWARD OF A LOW HEAD POWER PROJECT ON A NEGOTIATED BASIS.

Results Expected: BEGINNING OF CONTRACT NEGOTIATION FOR A LOW HEAD PROJECT WORTH C\$100-150 MM.

Activity: MONITORING OF GOP DELIBERATIONS FOR A US\$5 BILLION KALABAGH DAM PROJECT.

Results Expected: FORMATION OF CANADIAN CONSORTIUM TO PURSUE POWER HOUSE TENDERS.

Export and Investment Promotion Planning System

87/88 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) \$	120.00M	\$ 91.00M	\$ 48.00M	\$ 13.00M
Canadian Exports \$	22.00M	\$ 9.00M	\$ 6.00M	\$ 2.00M
Canadian Share of Import Market	18.00%	10.00%	13.00%	15.00%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	036 %
ii) 051 UNITED KINGDOM	025 %
iii) 577 UNITED STATES OF AMERICA	020 %
iv) 075 CANADA	013 %
v) 265 JAPAN	003 %

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	\$ 5.00 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: TRANSPORT SECTOR LOAN

Approximate Value: \$ 100 M

Financing Source: 001 IBRD

For further info. please contact:

ROLLAND, PST TEL 996-5824, MUNDY ISLAMABAD TLX: 5700

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).

- 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 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 RAILWAYS ON BEHALF OF CANADIAN LOCOMOTIVE MANUFACTURERS.

Results Expected: POSSIBLE SALE OF 12 LOCOMOTIVES WORTH CDN \$11 MM. FIRST DELIVERIES OF \$45 M ORDER OF JAPANESE LOCOMOTIVES EQUIPPED WITH CANADIAN ENGINES

Activity: FOLLOW UP ON CHAIRMAN D'MELLO'S VISIT TO CANADA.

Results Expected: PROVIDE FEEDBACK TO CANADIAN 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: SUPPORT CANADIAN LOCOMOTIVE MANUFACTURERS.

Results Expected: SUCCESSFUL EXECUTION OF CONTRACTS WORTH TOTAL OF C\$ 60-65 MILLION.

Export and Investment Promotion Planning System

87/88 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	\$ 137.00M	\$ 180.00M	\$ 73.00M
Canadian Exports \$	18.00M	\$ 0.00M	\$ 2.00M	\$ 2.00M
Canadian Share of Import Market	12.00%	0.00%	1.00%	3.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	078 %
ii) 467 SINGAPORE	020 %
iii) 075 CANADA	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) DASH-8	\$ 0.00 M
ii) CHALLENGER	\$ 0.00 M
iii) DISASTER PLAN FOR KARACHI AIRPORT	\$ 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: ARRANGE FOR DEMONSTRATION OF CANADIAN MANUFACTURED AIRCRAFT TO PAKISTAN AIR FORCE.

Results Expected: CONTRACT NEGOTIATIONS FOR POSSIBLE SALE 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 CANADIAN MANUFACTURED AIRCRAFT TO PAKISTAN INTERNATIONAL AIRLINES (PIA).

Results Expected: SHORTLISTING OF A CANADIAN COMPANY AS ONE OF TWO FINALISTS FOR PIA SHORT HAUL REQUIREMENT- WORTH C\$150-165 OVER 5 YEARS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

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) \$	25.00M	\$ 15.00M	\$ 12.00M	\$ 8.00M
Canadian Exports \$	10.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	40.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	027 %
ii) 507 SWEDEN	021 %
iii) 112 FRANCE	009 %

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 \$
\$ 200.00 M

i) PAPER MILL

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

i) Project Name: SIND FOREST DEVELOPMENT STUDY

Approximate Value: \$ 5 M

Financing Source: 006 ASDB

For further info. please contact:

ROLLAND PST 996-5824 MUNDY ISLAMABAD TLX: 5700

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: 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:

- 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 missions
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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 SUPPORT FOR CANADIAN COMPANIES IN THIS SECTOR.

Results Expected: SMOOTH EXECUTION OF CONTRACTS ALREADY SIGNED
SHORTLISTING OF CANADIAN COMPANIES FOR NEW
PROJECTS. JOINT VENTURES WITH LOCAL COMPANIES

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 521 ISLAMABAD

Market: 418 PAKISTAN

Sector: 011 OIL & 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) \$	90.00M	\$ 85.00M	\$ 66.00M	\$ 22.00M
Canadian Exports \$	10.00M	\$ 9.00M	\$ 1.00M	\$ 4.00M
Canadian Share of Import Market	11.00%	11.00%	2.00%	18.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	045 %
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	002 %

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) EARTH DRILLING & RELATED MACH. INCL. FRACTURING EQPT	\$ 8.00 M
ii) PETROLEUM PRODUCTION MACHINERY	\$ 1.00 M
iii) TURBO GENERATORS	\$ 0.00 M
iv) PIPELINE EQUIPMENT	\$ 0.00 M
v) SEISMIC 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: OIL AND GAS DEVELOPMENT CORPORATION
PHASE II

Approximate Value: \$ 22 M

Financing Source: 011 CIDA

For further info. please contact:

F. BLOCK 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 PROJECT

Approximate Value: \$ 20 M

Financing Source: 001 IBRD

For further info. please contact:

MUNDY/ISLAMABAD TLX: 5700 ROLLAND, OTT. 996-5824

iii) Project Name: ENERGY SECTOR LOAN

Approximate Value: \$ 14 M

Financing Source: 001 IBRD

For further info. please contact:

MUNDY, ISLAMABAD TLX: 5700 ROLLAND/OTT. 996-5824

iv) Project Name: ENERGY LOAN

Approximate Value: \$ 24 M

Financing Source: 010 IDB

For further info. please contact:

J. M. MUNDY, ISLAMABAD, 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 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
- 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

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: WIDEN POSTS CONTACTS IN THE INDUSTRY BY IN-COUNTRY TRAVEL TO CALL REGULARLY UPON SENIOR EXECUTIVES OF PRIVATE SECTOR OIL COMPANIES AND PIPELINES.

Results Expected: WIDEN CANADIAN SALES PENETRATION BEYOND OGDC AND INCREASE OUR MARKET SHARE.

Activity: ASSISTANCE TO CANADIAN COMPANY THAT HAS CONCLUDED NEGOTIATIONS FOR A CONCESSION.

Results Expected: SUCCESSFUL INITIAL PHASE OF CANADIAN ACTIVITY IN THIS 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: UPDATE MISSION BRIEFING NOTES ON THE OIL & GAS INDUSTRY & INCLUDE INFORMATION ABOUT GRANTING OF OIL AND GAS CONCESSIONS.

Results Expected: HEIGHTENED INTEREST IN PAKISTAN FOR CANADIAN CAPABILITIES PREPARATION BY EXPORTERS VISITING THE MARKET.

Activity: ASSISTANCE TO SEVERAL CANADIAN EXPLORATION COMPANIES INTERESTED IN CONCESSIONS.

Results Expected: SECOND CONCESSION GRANTED TO CANADIAN OIL AND GAS EXPLORATION COMPANY.

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: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

020 MISSION OUTGOING PRODUCTS & PULP MISSION TO	PAKISTAN AND INDIA	0687
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Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		

Mission: 521 ISLAMABAD

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

020 MISSION OUTGOING AGRO-INDUSTRIAL EQUIPMENT SUPPLIERS	I L K	0289
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024 MISSION INCOMING LIVESTOCK SHOW FARM EQUIPMENT SHOW		1089 0689
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Sector: 003 GRAINS AND OILSEEDS

020 MISSION OUTGOING CANADA WEEK, KARACHI OILSEEDS EXPERT	K/PAKISTAN	1088
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Sector: 005 COMM. & INFORM. EQP. & SERV

020 MISSION OUTGOING TELECOM EQUIPMENT AND SERVICES SEMINAR	ISLAMABAD	1189
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024 MISSION INCOMING CANADIAN COMPUTER SHOW AND CONFERENCE	TORONTO	1188
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Sector: 007 POWER & ENERGY EQUIP. & SERV.

020 MISSION OUTGOING THERMAL POWER GENERATION EQUIPMENT	I L K.	1188
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Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

020 MISSION OUTGOING AIRCRAFT/HELICOPTER ENGINE REPAIR & OVERHAUL	K I	0390
CANADA WEEK LAHORE RAILWAYS EXPERTS	L I	1089

Sector: 010 MINE, METAL, MINERAL PROD & SRV

024 MISSION INCOMING COAL AND IRON ORE		0989
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Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 521 ISLAMABAD		
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING		
NATIONAL PETROLEUM SHOW	CALGARY	0688
INTERCAN	EDMONTON	0689
Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV		
020 MISSION OUTGOING		
PETROCHEMICAL PRODUCTS AND SERVICES	I L K	0290
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING		
MEDICAL EQPT. & VETERINERARY PRODUCTS	ISLAMABAD/LAHORE/KAR	0488
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
020 MISSION OUTGOING		
METALLURGY AND STEEL FABRICATION	I L K	0589
Sector: 999 MULTIPLE SECTORS		
024 MISSION INCOMING		
CO TOUR		0788

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 522 NEW DELHI

Country: 206 INDIA

INDIA IS A \$300 BN INDUSTRIALIZED GROWTH ECON. WITH A LARGE, WELL-EDUCATED & INCREASINGLY PROSPEROUS MIDDLE CLASS, SIGNIFICANT RESOURCE & SOPHISTICATED GOVT MACHINERY. INDIA IS A \$23BN IMPORT MKT, & IS A POTENTIAL PARTNER IN IND'L DVLPMNT AND IN THIRD COUNTRY MKTS. ITS REQU'MENTS FIT CLOSELY WITH OUR SUPPLY CAPABILITIES IN ENERGY, TRANSP., COMMUN'NS, COMMODITIES AND HIGH-TECH EQPT. & SRVCS. THE \$350BN SEVENT FIVE YR (1986-90) PLAN FOCUSES ON INFRA-STRUCTURE & HEAVY ENGINEERING PROJS. THE POTENTIAL FOR CDN FIRMS IS VAST & REAL. HOWEVER, THREE FEATURES CONTINUE TO DOMINATE CDA'S ACCESS TO THE MKT: FINANCING, EXPORT RESTRICTIONS & GOVT. DECISION-MAKING PROCESS. PRUDENT MNGMT OF BUDGETS & FOREIGN DEBT CONTINUE TO LEAVE INDIA WITH A MODEST DEBT SRVCE RATIO & DESPITE A PAYMENTS SQUEEZE ANTICIPATED IN THE LATE '80'S, INDIA IS EXPECTED TO REMAIN CREDIT WORTHY OVER THE FORESEEABLE FUTURE. FOCUS ON SAVING FOREIGN EXCHANGE IS INTENSE. FOR COMMODITY EXPRTS, THERE IS INCREASING REQUIREMENT FOR COUNTER-TRADE. INDIA'S ATTRACTIVE PROJS IN THE GENER'LY DEPRESSED WORLD PROJ. MKT LEAD TO INTENSE COMPETITION ON TECH'L, COMMER'L & FINANCING TERMS. CDA'S ABILITY TO PROVIDE ATTRACTIVE, OFTEN CONCESSIONARY, FINANCING REMAINS CRUCIAL. INDIA HAS A HIGHLY RESTRICTED IMPORT REGIME. "LIBERALISATION" OVER THE LAST 26 YRS HAS FOCUSED ON OPENING THE ECON. NOT TO IMPORTS, BUT TO INTERNAL COMPETITION & FOREIGN TECH. EXCEPT IN SELECTED INNOVATIVE OR HIGH-TECH AREAS, CDN EQPT EXPRTS MUST THINK OF BROADER RELATIONSHIPS ENCOMPASSING LICENCING, JOINT VENTURES, AND EXPORTS FROM AN INDIAN BASE. INDIA HAS A HIGHLY SOPHISTICATED, TECH'LY COMPETENT BUT CONVOLUTED & PROTECTED DECISION-MAKING PROCESS. GOVT DOMINATES AS A PRINCIPAL OR AS A REGULATOR. FACTUAL INFO. IS DIFFICULT TO OBTAIN. FINAL DECISIONS ARE TAKEN CAUTIOUSLY. NEGOT'NS ARE EASILY DERAILED BY COMPETITORS. ON ALL COUNTS, GOOD AGENTS ARE ESSENTIAL. SUCCESS IS THEN DEPENDENT ON A FLEXIBLE, INNOVATIVE & FIRMLY COMMITTED APPROACH WITH PERSISTENCE, PATIENCE AND FREQUENT RECOURSE TO CDN GOVT GUIDANCE & SUPPORT, OFTEN AT SENIOR POLITICAL ON THE HIGH POTENTIAL POWER, OIL & GAS, TELECOM & TRANSP. SECTORS, OTHER MAJOR CAPITAL PROJS IND'L DVLPMNT WITH SELECTED EQPT SUPPLIERS & THE PROTECTION OF OUR INTERESTS IN COMMODITY & RAW MATERIAL MKTS. OUR BOMBAY TRADE OFFICE WILL BE FURTHER DVLPD AS THE FOCUS OF ACTIVITY WITH THE PRIV SECTOR. FOLLOW-UP TO THE SIETF WILL BE A MAJOR FEATURE OF OUR GREATLY INCREASED WORKLOAD. WE WILL DISCOURAGE ILL-PREPARED GEN'L PROSPECTION VISITS. WILL GIVE HIGHER PRIORITY TO WINNING DEALS ALREADY IN PROGRESS THAN TO UNCOVERING NEW OPPORT. CURRENT RESOURCES ARE INADEQUATE TO COPE WITH EVEN PRIORITY RESPONSIVE WORK LOAD IN DELHI AND WE REQUEST AN ADDITIONAL CBD AND LES POSITION ON AN URGENT BASIS. OUR ATTENTION TO NEPAL, MALAWES, BHUTAN AND ADVICE TO COLOMBO CAN CONTINUE ON A RESPONSIVE BASIS ONLY.

Export and Investment Promotion Planning System

REF: SYN-GEO 87/88 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 & ENERGY EQUIP. & SERV.

REASONS: POWER SECTOR IS AREA OF CONCENTRATION FOR CIDA PROGRAMS WHICH PROVIDES EXPORT OPPORTUNITIES. WELL DEVELOPED LOCAL IND. PROVIDES OPPORT. FOR IND'L COOPERATION BETWEEN CDN AND INDIAN FIRMS.

2. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: OIL & GAS SECTOR REQUIRES SIGNIFICANT OFFSHORE PURCHASES. GOOD MATCH BETWEEN CDN CAPABILITIES AND INDIAN NEEDS. LINE OF CREDIT (PROPOSED) PROVIDES FINANCING.

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: TELECOMMUNICATIONS SECTOR IS POTENTIAL AREA OF CONCENTRATION OF CIDA. LIBERALIZATION OF SECTOR ALLOWS GREATER FOREIGN INVOLVEMENT. GOOD MATCH BETWEEN CDN CAPABILITIES AND INDIAN NEEDS.

4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: TRANSPORTATION SECTOR PROVIDES GOOD MATCH BETWEEN CDN CAPABILITIES AND INDIAN REQUIREMENTS, ESPECIALLY IN RAIL AND AEROSPACE.

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. 012 PETROCHEM & CHEM PROD, EQP, SERV
4. 009 FOREST PRODUCTS, EQUIP, SERVICES

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 005 COMM. & INFORM. 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) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	8.00M	\$ 1.60M	\$ 7.50M	\$ 1.90M
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 112 FRANCE	020 %
ii) 265 JAPAN	015 %
iii) 577 UNITED STATES OF AMERICA	013 %
iv) 038 BELGIUM	010 %
v) 128 GERMANY WEST	010 %
vi) 051 UNITED KINGDOM	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) REMOTE SENSING	\$ 0.00 M
ii) TELECOM & SPACE	\$ 0.00 M
iii) COMMUNICATIONS	\$ 0.00 M
iv) CONSULTING	\$ 0.00 M
v) COMPUTERS/SOFTWARE	\$ 0.00 M
vi) ELECTRONIC COMPONENTS	\$ 0.00 M
vii) INSTRUMENTATION	\$ 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: COMMUNICATION/AVIONICS & ALLIED EQUIP.
FOR AIRPORTS

Approximate Value: \$ 12 M

Financing Source: 028 TO/DETER

For further info. please contact:

C. RUSSEL/RAMESH KAMD HIGH COMM. N. DEL. 031-66346

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 THE UPGRADE OF AIR-PORTS TO INTL STANDARDS
Approximate Value: \$ 1.5 M
Financing Source: 028 TO/DETER
For further info. please contact:
C. RUSSEL/RAMESH KAMO H. COMM. N. DEL. TLX 031-66346

iii) Project Name: TELECOM SYSTEM FOR INDIAN RAILWAYS
Approximate Value: \$ 1.0 M
Financing Source: 028 TO/DETER
For further info. please contact:
C. RUSSEL/RAMESH KAMO H. COMM. N. DEL. TLX 031-66346

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:
LACK OF AGGRESSIVE SALESMANSHIP; LACK OF CONTINUOUS CONTACT/
PRESENCE IN THE 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
- 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
- the availability of competitive Canadian financing

Export and Investment Promotion Planning System

MISSION: 522 NEW DELHI

COUNTRY: 206 INDIA

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: CIDA TELECOM SECTOR STUDY

Results Expected: IT WILL IDENTIFY SPECIFIC AREAS CANADIAN COMPANIES SHOULD CONCENTRATE THEIR EFFORTS.

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 TELECOMMUNICATIONS SEMINAR HAS BEEN COORDINATED BY EXTAFF/POST AS PART OF "CANADA DAY" AT THE 7TH INDIAN ENGINEERING TRADE FAIR IN NEW DELHI IN FEBRUARY 1987.

Results Expected: SEMINAR'S AUDIENCE WILL INCL. SR OFFICIALS FM INDIAN DEPTS. OF SPACE & TELECOMM. AND MIN. OF SCIENCE & TECH. THESE CONTACTS WILL BE FOSTERED TO INCREASE INTEREST IN CDN CAPABILITY.

Activity: A SEMINAR PROGRAM ON CDN CAPABILITIES IN ARTIFICIAL INTELLIGENCE AND REMOTE SENSING WAS SPONSORED BY THE CANADA/INDIA BUSINESS COUNCIL (THROUGH A CIDA GRANT) IN NEW DELHI & BOMBAY IN FEB. 1987.

Results Expected: THE POST WILL FOLLOW UP CONTACTS/ENQUIRIES EMINATING FROM THE AUDIENCE OF THESE PROGRAMS AND TRANSMIT THIS INFORMATION TO RELEVANT CDN COMPANIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 007 POWER & ENERGY EQUIP. & 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	\$ 700.00M	\$ 700.00M	\$ 700.00M
Canadian Exports \$	70.00M	\$ 6.00M	\$ 11.00M	\$ 18.00M
Canadian Share of Import Market	10.00%	0.85%	1.57%	2.57%

Major Competing Countries

Market Share

i) 206 INDIA	080 %
ii) 553 UNION OF SOVIET SOC REP	003 %
iii) 051 UNITED KINGDOM	001 %
iv) 265 JAPAN	001 %

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) CONSULTING SERVICES	\$ 6.00 M
ii) HYDRO GENERATING EQPT	\$ 10.00 M
iii) THERMAL GENERATING EQPT	\$ 15.00 M
iv) TRANSMISSION EQUIPMENT	\$ 10.00 M
v) ELECTRICAL EQUIPMENT/SYSTEMS	\$ 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/R. GLASGOW CDN HIGH COMM. TLX: 031-66346

ii) Project Name: UNCHAHAR THERMAL PROJECT

Approximate Value: \$ 300 M

Financing Source: 023 EDC

For further info. please contact:

C. RUSSEL/R. GLASGOW CDN HIGH COMM. TLX: 031-66346

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 HYDRO PROJECT

Approximate Value: \$ 250 M

Financing Source: 023 EDC 011 CIDA

For further info. please contact:

C. RUSSEL/R. GLASGOW CDN HIGH COMM. TLX: 031-66346

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
- 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.

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: ANALYSIS OF AWARD OF CAPITAL PROJ. BY INDIA TO ALL COUNTRIES IS NEEDED BECAUSE OF CDN COS CONCERNS THAT CDN APPROACH & FINANCING MECHANISMS ARE INADEQUATE SUPPORT TO PRIVATE SECTOR INITIATIVES IN THE INDIAN MARKET.

Results Expected: ANALYSIS OF INTN'L COMPETITION WLD AID CDN GOVT. TO ASSESS ITS SUPPORT TO CDN PRIVATE SECTOR INIT. IN INDIAN MARKETPLACE.

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: WORK CLOSELY WITH CANADIAN FIRMS IN DEVELOPING APPROPRIATE STRATEGIES WHEN PURSUING MAJOR CAPITAL PROJECTS.

Results Expected: SIGNED CONTRACT FOR ONE OR MORE MAJOR CAPITAL PROJECT.

Activity: CONTINUE DEVELOPING CLOSE LIAISONS WITH KEY PLAYERS IN IDENTIFIED GOV'T OF INDIA PUBLIC SECTOR, ESPECIALLY DEPTS OF ECONOMIC AFFAIRS FINANCE, ENERGY, POWER, INDUSTRY, SPACE AND RAILWAYS, WITH A VIEW TO PROMOTING CDN INTERESTS IN THE POWER SECTOR.

Results Expected: THIS ENHANCED LIAISON SHOULD INCREASE CDN FIRMS OPPORTUNITIES TO ADVANCE THEIR PROPOSAL FOR MAJOR CAPITAL PROJ. WITHIN INDIAN SECTOR.

Export and Investment Promotion Planning System

87/88 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	\$ 350.00M	\$ 284.00M
Canadian Exports \$	5.00M	\$ 10.00M	\$ 2.00M	\$ 6.00M
Canadian Share of Import Market	1.00%	2.00%	0.50%	2.00%

Major Competing Countries

Market Share

i) 553 UNION OF SOVIET SOC REP	040 %
ii) 112 FRANCE	020 %
iii) 265 JAPAN	020 %
iv) 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) DE HAVILLAND DASH-8	\$ 0.00 M
ii) DE HAVILLAND TWIN OTTER	\$ 4.00 M
iii) AIRCRAFT SPARES	\$ 60.00 M
iv) LOCOMOTIVE ENGINES/SPARES	\$ 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: VAYUDDOT & COAST GUARD AIRCRAFT
ACQUISITION PROGRAM
Approximate Value: \$ 100 M
Financing Source: 028 TO/DETER
For further info. please contact:
RUSSELL/SUBRAMANIAN DELHI TLX 031-66346

ii) Project Name: INTER-CITY TRANSPORTATION
RAILWAYS CARS
Approximate Value: \$ 20 M
Financing Source: 028 TO/DETER
For further info. please contact:
RUSSELL/SUBRAMANIAN DELHI TLX 031-66346

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: ELECTRIC LOCOMOTIVE UPGRADE
 Approximate Value: \$ 75 M
 Financing Source: O2B TO/DETER
 For further info. please contact:
 RUSSELL/SUBRAMANIAN DELHI TLX 031-66346

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
- 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
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:
 DELAYS IN PURCHASE DECISIONS IN HOST COUNTRY.

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: IN ADDITION TO INCOMING TRANSPORTATION MISSION, A SERIES OF SEMI-NARS/PRESS MEETINGS ARE PLANNED FOR CDN INDUSTRY REPRESENTATIVES.

Results Expected: THE PROFILE OF CANADIAN INDUSTRY DEVELOPMENTS WILL BE RAISED IN THE KEY INDIAN PUBLIC/PRIVATE SECTOR AREAS.

Activity: A CLOSER LIAISON IS PLANNED WITH INDIAN DEPT OF CIVIL AVIATION & WITH MINISTRY OF RAILWAYS, TO BETTER DETERMINE THEIR PLANS FOR DEVELOPMENT, STRATEGIES FOR PROCUREMENT & TO MAINTAIN THESE AWARENESS OF CANADIAN CAPABILITIES IN THESE SECTORS.

Results Expected: THIS LABOUR INTENSIVE LIAISON SHOULD RESULT IN CLEARER MARKET INFORMATION ON WHICH CDN COMPANIES MAY ACT.

Export and Investment Promotion Planning System

87/88 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	\$ 340.00M	\$ 317.00M
Canadian Exports \$	60.00M	\$ 60.00M	\$ 61.00M	\$ 58.00M
Canadian Share of Import Market	17.00%	17.00%	18.00%	18.00%

Major Competing Countries

Market Share

i) 206 INDIA	041 %
ii) 075 CANADA	017 %
iii) 553 UNION OF SOVIET SOC REP	016 %
iv) 612 SCANDINAVIA	011 %
v) 607 COMECON	006 %
vi) 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

i) WOOD PULP	\$ 142.00 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

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: THE SALE OF WOODPULP/NEWSPRINT TO INDIA REACHED OVER \$100 MILLION IN 1987. THE MARKET IN INDIA REMAINS STRONG AND THE POSY WILL MAKE EVERY EFFORT TO MAXIMISE CONTACT WITH THE STATE TRADING CORPORATION WHICH DETERMINES THESE PURCHASES.

Results Expected: THESE STRENGTHENED RELATIONS SHLD. IN AN EXPANDED INFO BASE FROM WHICH CDN EXPORTERS OF WOODPULP CAN DRAW ADDITIONAL MKT. INFO & POTENTIALLY INCREASE THEIR EXPORTS.

Export and Investment Promotion Planning System

87/88 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 PRDD & 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) \$	2775.00M	\$ 2630.00M	\$ 2104.00M	\$ 2030.00M
Canadian Exports \$	42.00M	\$ 45.00M	\$ 76.00M	\$ 57.00M
Canadian Share of Import Market	1.50%	2.00%	4.00%	3.00%

Major Competing Countries	Market Share
i) 206 INDIA	060 %
ii) 553 UNION OF SOVIET SOC REP	008 %
iii) 577 UNITED STATES OF AMERICA	006 %
iv) 011 AUSTRALIA	002 %
v) 123 EAST GERMANY	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) MINING EQUIPMENT AND CONSULTANCY	\$ 1200.00 M
ii) MINERALS	\$ 200.00 M
iii) METALS	\$ 1230.00 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
- other factor(s) described by the Trade Office as follows:

DELAYS IN PURCHASE DECISIONS IN HOST COUNTRY. EXISTENCE OF INDI-GENOUS OF SUPPLY. INCREASING STRESS ON COUNTERTRADE.

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
- 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: CANADIAN COMPANIES ARE NOW PURSUING A NUMBER OF PROJECTS IN INDIA IN THE NAMING SECTOR, PARTICULARLY IN COAL DEVELOPMENTS. INTEREST HAS ALSO BEEN SHOWN IN IRON ORE, ZINC AND GOLD MINING PROJECTS.

Results Expected: IT IS EXPECTED THAT CANADA WILL BE AWARDED AT LEAST ONE MAJOR COAL MINING PROJECT IN 1987/88.

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: IT HAS BEEN PROPOSED THAT A CANADA/INDIA WORKING GROUP BE FORMED TO EXAMINE POSSIBILITIES FOR CLOSER COOPERATION IN THE COAL SECTOR. THIS GROUP IS TO BE FORMED OF SENIOR GOVERNMENTAL REPRESENTATIVES AND THE FIRST MEETING IS EXPECTED IN THE FIRST HALF OF 87

Results Expected: INTER ALIA, IT IS EXPECTED THAT DISCUSSIONS/ CONCLUSIONS OF THIS WORKING GROUP SHOULD RESULT IN THE AWARD OF ONE OR PERHAPS 2 MAJOR COAL DEV. PROJ. TO CDA IN THE NEXT YEAR.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 011 OIL & GAS EQUIPMENT, SERVICES

Subsector: 116 MACHINERY AND EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1400.00M	\$ 1400.00M	\$ 1000.00M	\$ 1000.00M
Canadian Exports \$	20.00M	\$ 10.00M	\$ 10.00M	\$ 10.00M
Canadian Share of Import Market	1.40%	0.70%	1.00%	1.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 112 FRANCE	020 %
iii) 051 UNITED KINGDOM	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) DRILLING & PRODUCTION EQUIPMENT	\$ 800.00 M
ii) ROTARY EQUIPMENT	\$ 40.00 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: 028 TD/DETER

For further info. please contact:

C. RUSSEL/A PREGEL HIGH COMM. N. DEL. TLX: 031-66346

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: 522 NEW DELHI

COUNTRY: 206 INDIA

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:
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
- 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: CIDA/EDC LINE OF CREDIT FOR OIL AND GAS SECTOR.

Results Expected: WHEN SIGNED SIGNIFICANT AND IMMEDIATE INCREASE IN SALES.

Activity: PETRO-CANADA - OIL & NATURAL GAS COMMISSION MOU FOR TECHNICAL COOPERATION WITH OIL & GAS SECTOR.

Results Expected: WHEN SIGNED SIGNIFICANT INCREASE IN LINK BETWEEN CANADIAN COMPANIES AND ONGC.

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: GENERAL INCREASE IN ACTIVITY, ENQUIRIES, AGENCIES AGREEMENTS DUE TO SEVERE RECESSION IN CANADIAN INDUSTRY AND HENCE INCREASED INTEREST IN INDIAN MARKET.

Results Expected: INCREASED SIGNED AGENCY AGREEMENTS AND 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: COMPUTERIZE OIL & GAS CONTACTS, AGENTS LISTS, TENDERS ISSUED, RESPONSES FROM CANADA, SOURCING DOCUMENTS, ENQUIRIES FROM CANADA AND INDIA.

Results Expected: IMPROVED EFFICIENCY IN RESPONDING & MATCHING OPPORTUNITIES WITH CANADIAN COMPANIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 522 NEW DELHI

Market: 206 INDIA

Sector: 011 OIL & 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) \$	600.00M	\$ 600.00M	\$ 500.00M	\$ 400.00M
Canadian Exports \$	20.00M	\$ 10.00M	\$ 8.00M	\$ 5.00M
Canadian Share of Import Market	3.30%	1.60%	1.60%	1.25%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 112 FRANCE	020 %
iii) 051 UNITED KINGDOM	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

	In Canadian \$
i) CHARTER/HIRE DRILLSHIPS & JACK-UP RIGS	\$ 200.00 M
ii) SUPPORT/SUPPLY VESSELS	\$ 30.00 M
iii) ENGINEERING & CONSULTANCY SERVICES	\$ 10.00 M
iv) OIL WELL SERVICING	\$ 80.00 M
v) MUDLOGGING EQUIPMENT	\$ 40.00 M
vi) HELICOPTER SERVICES	\$ 10.00 M
vii) RIG MANAGEMENT	\$ 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: REGIONAL PIPELINE
 Approximate Value: \$ 300 M
 Financing Source: 028 TO/DETER
 For further info. please contact:
 C. RUSSEL/A PREGEL HIGH COMM. N. DELH. TLX: 031-66346

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).

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:
COMPLEX, EXPENSIVE, TIME-CONSUMING 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
- 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 suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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

Activity: CIDA/EDC LINE OF CREDIT FOR OIL AND GAS SECTOR.

Results Expected: WHEN SIGNED SIGNIFICANT AND IMMEDIATE INCREASE IN SALES.

Activity: PETRO-CANADA - OIL & NATURAL GAS COMMISSION MOU FOR TECHNICAL COOPERATION WITH OIL & GAS SECTOR.

Results Expected: WHEN SIGNED SIGNIFICANT INCREASE IN LINKS BETWEEN CANADIAN COMPANIES AND ONGC.

Activity: GENERAL INCREASE IN ACTIVITY, ENQUIRIES, AGENCIES AGREEMENTS DUE TO SEVERE RECESSION IN CANADIAN INDUSTRY AND HENCE INCREASED INTEREST IN INDIAN MARKET.

Results Expected: INCREASED SIGNED AGENCY AGREEMENTS AND SALES.

Export and Investment Promotion Planning System

87/88 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) \$	1900.00M	\$ 1800.00M	\$ 1730.00M	\$ 1120.00M
Canadian Exports \$	10.00M	\$ 10.00M	\$ 4.00M	\$ 3.00M
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	005 %
iv) 237 ITALY	004 %
v) 112 FRANCE	004 %
vi) 052 ENGLAND	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) MATERIAL HANDLING EQPT	\$ 10.00 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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- non competitive financing from Canada
- the apparent limited sectoral capability in Canada compared to other competing export countries
- 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:

DELAYS IN PURCHASE DECISIONS IN HOST COUNTRY EXISTENCE OF INDIGENOUS SUPPLY SOURCES.

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:

- No factors reported by mission

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 522 NEW DELHI		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
020 MISSION OUTGOING COMMODITY FORUM INDIA&PAKISTAN (SULPUR, ASBESTOS)		0987
Sector: 005 COMM. & INFORM. EGP. & SERV		
020 MISSION OUTGOING TELECOM MISSION/SEMINAR	DELHI/BANGAL. /BOMBAY	1187
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING TELECOM SPECIALIZED MISSION TO INDIA, NEW DELHI & BA ELECTRICAL EQUIPMENT MISSION TO DELHI, BOMBAY	INDIA NEW DELHI	1087 0288
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS INDIAN INTERNATIONAL TRADE FAIR	NEW DELHI	1187
020 MISSION OUTGOING RAIL TRANSIT MISSION	BOMBAY/DELHI/CALCUT.	0288
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
020 MISSION OUTGOING OFFSHORE SYSTEMS MISSION TO INDIA & BANGLADESH	ISLAMABAD	0288
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING INDUSTRIAL CO-OPERATION MISS. TO INDIA		0787
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 522 NEW DELHI		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENCE ELECTRONICS MISSION TO DELHI, BANGALORE, HYDE	NEW DELHI	0488
024 MISSION INCOMING DEFENCE ELECTRONICS MISSION FROM INDIA	MONTREAL	0889

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 522 NEW DELHI		
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING OFFSHORE SYSTEMS MISSION TO INDIA AND BANGLADESH		1088
024 MISSION INCOMING BUYERS FROM INDIA TO INTERCAN EDMONTON	EDMONTON	0689
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS INDIAN INTERNATIONAL TRADE FAIR	NEW DELHI	1190
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS SOLO OIL & GAS SHOW	BOMBAY	0389
Sector: 999 MULTIPLE SECTORS		
024 MISSION INCOMING ENVIRONMENTAL CONTROL MISSION	OTT/TORONTO/MTL	0588

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 524 DHAKA

Country: 419 BANGLADESH

THE BANGLADESH ECONOMY ACHIEVED AN ADMIRABLE GROWTH RATE OF ABOUT 5% IN FY 1986 IN SPITE OF SERIOUS STRUCTURAL CONSTRAINTS AND A SERIES OF NATURAL CALAMITIES, NOTABLY THE CYCLONE OF MAY 1985. FOOD GRAIN PROD'N OUTSTRIPPED PERFORMANCE OF PREVIOUS YEARS (AND THE CURRENT POPULATION GROWTH RATE) AND IND'L OUTPUT GREW AT ABOUT 9%. THE GOVT. IS PURSUING GENERALLY SOUND DVLPMT STRATEGIES IN KEY SECTORS. MEASURES ARE BEING TAKEN TO CURB INFLATION BY REDUCING AVAILABLE CREDIT AND IMPROVING ON CREDIT RECOVERIES. THE BALANCE OF PAYMENTS SITUATION REMAINS UNFAVOURABLE LARGELY DUE TO THE NEED TO IMPORT FOODGRAINS. TO STABILIZE THE SITUATION THE GOVT HAS DEVALUED THE CURRENCY AND HALTED EXPANSION OF THE MONEY SUPPLY. TO RAISE ADDITIONAL REVENUE IN FY 1986 SELECTED TAXES WERE RAISED. THIS INCREASE IN REVENUE WILL BE OFFSET, HOWEVER, BY SIGNIFICANTLY INCREASED PUBLIC SECTOR SALARIES. EXPECTED IMPROVEMENTS IN BALANCE OF PAYMENTS WILL REQUIRE MAINTAINING THE CURRENT LEVEL OF FOOD IMPORTS (FINANCED MOSTLY BY ODA), GROWTH IN FOOD PRODUCTION, AN INCREASE IN EXPORTS ESPECIALLY IN NON-TRADITIONAL ITEMS, AND ONLY A MODEST FALL IN WORKERS' REMITTANCES. OPTIMISTIC, BUT NOT UNATTAINABLE GOALS. MEDIUM-TERM PROSPECTS ARE LESS ENCOURAGING. THE PROJECTED 4.5-5% GROWTH RATE WILL CONTINUE TO BE CONSTRAINED BY INADEQUATE FOREIGN EXCHANGE FOR ESSENTIAL IMPORTS AND A LOW LEVEL OF DOMESTIC SAVINGS AND INVESTMENT. THE THIRD FIVE-YEAR PLAN'S MEDIUM-TERM TARGETS ARE: 5.4% P.A. GDP GROWTH BETWEEN FY 1985-90, A REDUCTION IN THE POPULATION GROWTH RATE FM 2.4% TO 1.8% BY FY 1990, FOODGRAIN SELF-SUFFICIENCY BY FY 1990, AN ENLARGED ROLE FOR THE PRIVATE SECTOR, RAPID EXPANSION OF EMPLOYMENT THROUGH INDUSTRIAL, EXPORT/IMPORT SUBSTITUTION DEVELOPMENT, A CONTINUATION OF GOVT DECENTRALIZATION, AND A SUBSTANTIAL INCREASE IN THE LITERACY RATE (A MAJOR OBSTACLE TO DEVELOPMENT). FOR MEDIUM-TERM FUTURE, AT LEAST, BANGLADESH WILL CONTINUE TO RELY HEAVILY ON ODA. CDN TRADE PROSPECTS WILL ARISE MAINLY AS SPIN-OFFS FROM CANADIAN ODA AND FROM CONTRACTS RESULTING FROM IFI ASSISTANCE TO BANGLADESH. A MODEST LEVEL OF PURELY COMMERCIAL DEALS WILL BE MAINTAINED, PERHAPS SUPPLEMENTED BY NEW JOINT-VENTURE OR COUNTERTRADE OPPORTUNITIES.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: PROJECTED EXPANSION FROM 46 KWH IN '85 TO 80+ BY '90. CDN MACHINERY ENJOYS REPUTATION FOR QUALITY. BANGLADESH AUTHORITIES NOW ACCEPT CANADIAN STANDARDS FOR TREATED WOODEN POLES.

2. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: CDA HAS SUPPLIED LION'S SHARE OF PULP (NOT ALL CIDA FINANCED) FOR SOME YRS & IS KNOWN AS SOURCE OF STATE OF ART TECHNOLOGY. IFI PROJECTS OFFER OPPORTUNITY FOR CONSULTANCY.

3. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: GOBD ENCOURAGING DEVELOPMENT OF MANUFACTURING SECTOR TO OFFSET LOSS OF EXPORT INCOME FM TRADITIONNAL COMMODITIES & PROMOTE IMPORT SUBSTITUTIONS. SOME NEW PRODUCT LINES MAY OFFER OPPORT. TO CDM EQUIPT. MFRGS.

4. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: DVLPMT OF OIL AND GAS RESOURCES IS MAJOR PRIORITY OF GOBD & IFI ALIKE AND SECTOR IS TARGETTED FOR SUBSTANTIAL INVESTMENT. WHILE COMPETITION IS VERY KEEN, CDN EXPERTISE IS RECOGNIZED.

5. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: CONSULTANCY CONTRACTS ARE POSSIBLE IN ROAD, RAILROAD AND BRIDGE DESIGN, CONSTRUCTION AND MAINTENANCE. CANADIAN FIRMS HAVE BEEN SHORTLISTED FOR A FEW LARGE PROJECTS ALREADY.

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

1. 007 POWER & ENERGY EQUIP. & SERV.
2. 011 OIL & GAS EQUIPMENT, SERVICES
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 003 GRAINS AND OILSEEDS
5. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
6. 005 COMM. & INFORM. EGP. & SERV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 524 DHAKA

Market: 419 BANGLADESH

Sector: 007 POWER & ENERGY EQUIP. & 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) \$	135.00M	\$ 130.00M	\$ 125.00M	\$ 120.00M
Canadian Exports \$	1.25M	\$ 1.10M	\$ 1.00M	\$ 1.00M
Canadian Share of Import Market	0.92%	0.84%	0.80%	0.83%

Major Competing Countries

Market Share

i) 268 KOREA	000 %
ii) 206 INDIA	000 %
iii) 051 UNITED KINGDOM	000 %
iv) 577 UNITED STATES OF AMERICA	000 %
v) 265 JAPAN	000 %
vi) 431 PHILIPPINES	000 %

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) THERMAL BOILERS	\$ 0.00 M
ii) TRANSMISSION POLES	\$ 0.00 M
iii) TURBINES	\$ 0.00 M
iv) ELECTRICAL MACHINERY/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: EIGHT POWER EXPANSION OF 230 KV SYSTEM
AROUND DHAKA CITY

Approximate Value: \$ 95 M

Financing Source: 006 ASDB

For further info. please contact:

D. KORTH DHAKA TLX 642328 OTT(613)996-5824

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.

ii) Project Name: SECOND EAST-WEST INTERCONNECTION STUDY

Approximate Value: \$ 5 M

Financing Source: 006 ASDB

For further info. please contact:

D. KORTH DHAKA TLX 642328 OTT(613)996-5824

iii) Project Name: NINTH POWER DEVELOPMENT

Approximate Value: \$ 125 M

Financing Source: 006 ASDB

For further info. please contact:

D. KORTH DHAKA TLX 642328 OTT (613)996-5824

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:
CANADIAN EQUIPMENT HAS SIGNIFICANT TRANSPORT COSTS ASSOCIATED.

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

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: REINFORCE CANADIAN REPUTATION AS SUPPLIER OF QUALITY EQUIPMENT THROUGH PERIODIC CALLS ON BANGLADESH POWER DEVELOPMENT BOARD.

Results Expected: INCREASE NUMBER OF CANADIAN FIRMS PARTICIPATING IN BIDS ON BPDB PROJECTS.

Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

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

Activity: OBTAIN INFORMATION ON KOREAN COMPETITION IN BANGLADESH AND RECENT PURCHASE PRICES BY BPDB FROM KOREA.

Results Expected: HELP CANADIAN SUPPLIERS TO OFFER COMPETITIVE BIDS IN FUTURE.

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 REQUIREMENTS FOR PLANNED IFI PROJECTS.

Results Expected: INCREASE NUMBER OF CANADIAN FIRMS COMPETING IN THIS SECTOR.

Export and Investment Promotion Planning System

87/88 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) \$	125.00M	\$ 115.00M	\$ 110.00M	\$ 105.00M
Canadian Exports \$	1.60M	\$ 1.40M	\$ 1.20M	\$ 1.10M
Canadian Share of Import Market	1.28%	1.21%	1.09%	1.04%

Major Competing Countries

Market Share

i) 265 JAPAN	030 %
ii) 051 UNITED KINGDOM	014 %
iii) 128 GERMANY WEST	011 %
iv) 206 INDIA	005 %
v) 577 UNITED STATES OF AMERICA	004 %
vi) 112 FRANCE	001 %

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) RAILWAY EQUIPMENT	\$ 0.00 M
ii) AIRCRAFT	\$ 0.00 M
iii) MAINTENANCE 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: CHALNA/KHULNA PORT DEVELOPMENT STUDY

Approximate Value: \$ 5 M

Financing Source: 004 UNDP

For further info. please contact:

D. KORTH DHAKA TLX 642328 OTT (613) 996-5824

ii) Project Name: ENGINEERING STUDY ON JAMUNA BRIDGE

Approximate Value: \$ 6 M

Financing Source: 002 IDA

For further info. please contact:

D. KORTH DHAKA TLX 642328 OTT (613) 996-5824

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: SECOND RAILWAY PROJECT

Approximate Value: \$ 20 M

Financing Source: 006 ASDB

For further info. please contact:

D. KORTH DHAKA TLX 642328 OTT(613)996-5824

iv) Project Name: RAIL TRANSPORT OF CONTAINER

Approximate Value: \$ 5.0 M

Financing Source: 006 ASDB

For further info. please contact:

D. KORTH DHAKA TLX 642328 OTT(613)996-5824

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
- 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: AGRICULTURE MINISTRY PLANS TO BUY FOUR TWIN OTTERS, BUT LACKS FINANCING. DEHAVILLAND IS INTERESTED. WE WILL WORK CLOSELY WITH CIDA AND EDC TO EXPLORE POSSIBLE FINANCING MECHANISMS.

Results Expected: CIDA WILL PROBABLY COVER PART OF THE REQUIREMENT UNDER AISP.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 524 DHAKA

Market: 419 BANGLADESH

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) \$	6.00M	\$ 5.87M	\$ 4.20M	\$ 4.00M
Canadian Exports \$	2.20M	\$ 2.20M	\$ 2.10M	\$ 2.00M
Canadian Share of Import Market	37.00%	38.00%	50.00%	50.00%

Major Competing Countries

Market Share

i) 507 SWEDEN	020 %
ii) 051 UNITED KINGDOM	009 %
iii) 410 NORWAY	006 %
iv) 431 PHILIPPINES	005 %
v) 504 FINLAND	005 %
vi) 577 UNITED STATES OF AMERICA	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 0-1 \$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) PULP	\$ 0.00 M
ii) EQUIPMENT AND MACHINERY	\$ 0.00 M
iii) FORESTRY MANAGEMENT	\$ 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: SOCIAL FORESTRY

Approximate Value: \$ 40 M

Financing Source: 006 ASDB

For further info. please contact:

D. KORTH DHAKA TLX 642328 OTT(6130996-5824

ii) Project Name: SECOND RUBBER DEVELOPMENT

Approximate Value: \$ 3 M

Financing Source: 006 ASDB

For further info. please contact:

D. KORTH DHAKA TLX642328 OTT(613)99605824

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: FORESTRY PROJECT II FOR COASTAL
AFORESTRATION

Approximate Value: \$ 32 M

Financing Source: 002 IDA

For further info. please contact:

D. KORTH DHAKA TLX642328 OTT(613) 996-5824

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
- other factor(s) described by the Trade Office as follows:
FREIGHT COMPONENT OF CANADIAN PRODUCT GIVES OTHER SUPPLIERS
PRICE ADVANTAGE.

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
- 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: CONSOLIDATE CANADIAN REPUTATION AS A LEADER IN THIS SECTOR
THROUGH PERIODIC CALLS ON GOVERNMENT OF BANGLADESH
DECISION MAKERS.

Results Expected: TO OBTAIN FROM FORESTRY DEPARTMENT EARLY
ADVICE ON TERMS OF REFERENCE FOR NEW PROJECTS

Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

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 CAPABILITY BY DISTRIBUTING CANADIAN COMPANIES BROCHURES.

Results Expected: OBTAIN FORESTRY DEPARTMENT ASSURANCE THAT CDN COMPANIES WILL BE WELCOME BIDDERS/SUPPLIERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 524 DHAKA

Market: 419 BANGLADESH

Sector: 011 OIL & 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) \$	125.00M	\$ 120.00M	\$ 115.00M	\$ 110.00M
Canadian Exports \$	1.00M	\$ 0.90M	\$ 0.85M	\$ 0.80M
Canadian Share of Import Market	0.80%	0.75%	0.73%	0.72%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	006 %
ii) 051 UNITED KINGDOM	002 %
iii) 577 UNITED STATES OF AMERICA	001 %
iv) 354 NETHERLANDS	001 %
v) 265 JAPAN	001 %
vi) 467 SINGAPORE	001 %

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	\$ 0.00 M
ii) SERVICES INCLUDING CONSULTING SERVICES	\$ 0.00 M
iii) DRILLING EQUIPMENT	\$ 0.00 M
iv) GAS PROCESSING EQUIPMENT	\$ 0.00 M
v) DEHYDRATION 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: BRAHMAPUTRA BASIN GAS TRANSMISSION AND DISTRIBUTION

Approximate Value: \$ 70 M

Financing Source: 006 ASDB

For further info. please contact:

D. KORTH DHAKA TLX642328 OTT(613)996-5824

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.

ii) Project Name: SECOND NATURAL GAS PROJECT 2A 2B 2C

Approximate Value: \$ 130 M

Financing Source: 006 ASDB

For further info. please contact:

D.KORTH DHAKA TLX642328, OTT(613)996-5824

iii) Project Name: SECOND GAS DEVELOPMENT PROJECT

Approximate Value: \$ 260 M

Financing Source: 002 IDA

For further info. please contact:

D.KORTH DHAKA TLX642328 OTT(613)996-5824

iv) Project Name: REHABILITATION OF REFINERIES LPG PLANT

Approximate Value: \$ 110 M

Financing Source: 001 IBRD 011 CIDA

For further info. please contact:

D.KORTH DHAKA TLX642328 OTT(613)996-5824

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

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
- Canada's position as one of the few major sources of international supply
- 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: CONSOLIDATE CANADIAN REPUTATION AS A LEADER IN THIS SECTOR THROUGH PERIODIC CALLS ON GOVERNMENT OF BANGLADESH DECISION MAKERS.

Results Expected: INCREASED CANADIAN PARTICIPATION IN PROJECT PROCUREMENT IN THIS SECTOR.

Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

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

Activity: OBTAIN INFORMATION ON DUTCH, USA, U.K., JAPANESE AND FRENCH COMPETITION IN BANGLADESH AND RECENT PURCHASE PRICES FROM THESE COUNTRIES BY BANGLADESH OIL AND GAS CORPORATION.

Results Expected: HELP CANADIAN SUPPLIERS TO OFFER COMPETITIVE BIDS IN FUTURE TENDERS.

Export and Investment Promotion Planning System

87/88 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) \$	380.00M	\$ 370.00M	\$ 365.00M	\$ 350.00M
Canadian Exports \$	1.00M	\$ 0.75M	\$ 0.70M	\$ 0.65M
Canadian Share of Import Market	0.26%	0.20%	0.19%	0.18%

Major Competing Countries

Market Share

i) 265 JAPAN	011 %
ii) 128 GERMANY WEST	004 %
iii) 051 UNITED KINGDOM	004 %
iv) 206 INDIA	004 %
v) 192 PEOPLE'S REP OF CHINA	003 %
vi) 577 UNITED STATES OF AMERICA	002 %

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) MANUFACTURING & MATERIAL HANDLING EQUIPMENT	\$ 0.00 M
ii) CONSULTING SERVICES	\$ 0.00 M
iii) TOOLS AND HARDWARE	\$ 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
- 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

Export and Investment Promotion Planning System

MISSION: 524 DHAKA

COUNTRY: 419 BANGLADESH

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
- 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 POSSIBILITY OF MAKING CANADIAN PROPOSAL FOR BALANCING AND MODERNIZATION OF FERTILIZER PLANT WITH CANADIAN EQUIPMENT UNDER EDC FINANCING.

Results Expected: MODEST INITIAL SALES OF CANADIAN EQUIPMENT IN THIS 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: INVESTIGATE POTENTIAL COMPETITORS OF PROPOSED JOINT VENTURE CEMENT MANUFACTURING PLANT TO USE CANADIAN TECHNOLOGY AND EQUIPMENT.

Results Expected: PROVIDE CANADIAN EQUIPMENT MANUFACTURERS WITH ADDITIONAL MARKETING OPPORTUNITIES.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 524 DHAKA		
Sector: 005 COMM. & INFORM. EQP. & SERV		
024 MISSION INCOMING TELECOMS MISSION (OR PART. IN CDN FAIR)		1087
Sector: 006 ELECTRONICS EQUIP. & SERV		
024 MISSION INCOMING TELECOMMUNICATIONS MISSION TO BANGLADESH/BURMA	DHAKA	0587
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
024 MISSION INCOMING TOUR OF PORT AND CONTAINERIZATION FACILITIES	VNCVR/MTL/HALIFAX	0087
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING WOOD POLES & WOOD TREATMENT STANDARDS MISSION TO DHAKA		0487
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
020 MISSION OUTGOING OIL AND GAS MISSION	DHAKA/BANGLADESH	0087
024 MISSION INCOMING GOBD OFFICIALS TO NATT PETROLEUM SHOW		0088

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 527 OSAKA

Country: 265 JAPAN

FORECASTS OF THE JAPANESE ECON. WERE RECENTLY REVISED DOWNWARD FM 4% TO 2.5% DUE TO RAPID REVALUATION OF THE YEN & SLACK DEMAND. HOWEVER, THE CURRENT ACCOUNT & TRADE SURPLUS WILL AGAIN REGISTER RECORD VALUES THIS YR; US\$75.6 & \$81.6 BN RESPECTIVELY, UP FM \$49.1 & \$56.0 BN LAST YR. DESPITE LOWER INTEREST RATES & LOWER PRICES, 92.9% OF MFTG & 66.9% OF NON-MFTG COS ARE FORECASTING LOWER REVENUES. IT IS APPARENT COS ARE CUTTING PROFIT MARGINS TO MAINTAIN EXPORT MKT SHARE. SECTORS BENEFITING BY THE YEN REVALUATION INCLUDE THOSE INVOLVED WITH THE IMPORT & PROCESSING OF FOOD PRODS, CHEMICALS, UTILITIES & OTHER IMRTS OF OIL & COAL. SECTORS HURT MOST INCLUDE TEXTILES, ELECT. EQPT. & GEN'L MACHINERY MFTRS, STEEL & SHIPBLDG. IN TERMS OF ATTRACTING INVSTMT, THESE SECTORS WILL BE OF GREATEST INTEREST TO CDA IN THE MED. TERM. ACCORDING TO GOVT SURVEY, ALTHOUGH 50.4% OF COS WILL PLACE GREATER EMPHASIS ON DOMESTIC MKT, 30.9% INDICATE GREATER EMPHASIS ON DIRECT FOREIGN INVESTMENT. IN RESPONSE TO THE SLOWING ECONOMIC THE GOVT ANNOUNCED A FURTHER PACKAGE OF DOMESTIC PUBLIC WORK PROJECTS (3.6 TRILLION YEN) WHICH IS EXPECTED TO HAVE ONLY A SMALL INFLUENCE ON INCREASING IMPORTS, HOWEVER IT UNDERLINES A POSITIVE ATTITUDE BY THE GOVT TO RIGHT THE TRADE IMBALANCE. THE KINKI REGION (17.3% OF JPN'S POP.) ACCOUNTS FOR APPROX 20% OF JAPAN'S TOTAL ECONOMIC ACTIVITY & ABOUT 2% OF THE WORLD'S GNP. THE 20% FIGURE OF THE NATIONAL TOTAL HODS TRUE ACROSS A RANGE OF INDICES INCLUDING VALUE OF MFTD SHIPMENTS, RETAIL & WHOLESALE TURNOVER, EXPORTS & IMPORTS. THE ECON. OF THE REGN IS CHARACTERIZED BY BASIC MATERIALS & SEMI-FINISHED MFRNG. WITH HIGHER SHARES THAN THE RESPECTIVE NAT'L AVERAGES IN TEXTILES (38%), IRON & STEEL (27.2%), METAL PRODS (26.6%), MACHINERY & INSTRUMENTS (25.3%). IN THE MFRG SECTOR, SMALL & MED. SIZED COS CONSTITUTE THE MAJORITY IN TERMS OF VALUE SHIPMENTS NUMBERS OF FACTORIES & EMPLOYEES ALL ABOVE THE NAT'L AVERAGE. IT IS IN THIS SMALL & MED. SIZED SECTOR WHERE CONTACT & KNOWLEDGE OF FOREIGN BUSINESS OPPORT. IS LIMITED AND THEREFORE POTENTIALY THE GREATEST FOR EXPANSION OF TRADE & TECH. COOP. WITH CDN BUSINESS ACTIVITIES OF THE SMALL & MED. ENTERPRISES ARE CENTERED ON THE MFR. OF TEXTILES, METAL PRODS, & GENERAL MACHINERY. ALL THESE SECTORS ARE HIGHLY EXPORT ORIENTED & THEREFORE AFFECTED BY THE CURRENT REVALUATION OF THE YEN. TEXTILES EXPORTS FM THE KINKI ACCOUNT FOR 83.2% & TRADING FIRMS ACCOUNT FOR 38.4% OF THE NAT'L TOTAL. ALTHOUGH BASIC IND. ARE PREDOMINANT, HIGH TECH. PRODS ARE NOTABLE IN SPECIFIC SECTORS. FOR EX., 27.3% OF PLANTS MFTG OPTICAL FIBRE & RELATED COMMUN'N EQPT & 33.8% OF JPN'S MFRG FACILITIES FOR THE PROD'N OF PHARMACEUTICALS & BIOMED. PRODS ARE LOCATED IN THE KINKI REGN. THE KINKI REGN ABOVE THE NATL AVERAGE OF SMALL & MED. SIZED COS SERVING THE IC INDS. IT IS IN THESE HIGH TECH AREAS WHERE LINKING CDN EXPERTISE IN TELECOMS & BIOTECHN. IS EXPECTED TO RESULT IN NEW BUS. ACITIVITY.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. & INFORM. EQP. & SERV

REASONS: MKT BOOM IN OFFICE AUTO'N & COMMUN'N SOFTWARE & EQPT. IDEAL FOR CDN COS IN THE INTERCONNECT MKT (PAGERS, SWITCHING EQPT., SOFTWARE). NTT PRIVATIZED & DEREG'N RESULTING IN DEMAND FOR COMM. EQU.

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: PRICE COMPETITIVENESS OF CANADIAN FOOD PRODUCTS, INCREASED MARKET ACCEPTANCE OF FOREIGN FOOD PRODUCTS. CONSUMER'S TASTES CHANGING RAPIDLY.

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

REASONS: KANSAI INT'L AIRPORT PROJECT \$US 8 BILLION PROJECT (OVERALL) FOR SUPPLIERS OF AIRPORT RELATED EQUIPMENT AND SERVICES.

4. 002 FISHERIES, SEA PRODUCTS & SERV.

REASONS: PRICE COMPETITIVENESS, LARGE DEMAND FOR FRESH AND PROCESSED FISH PRODUCTS IN FACE OF DECLINING WORLD FISH RESOURCES, MARKET ACCEPTANCE TIED TO BRAND AND IMAGE PROMOTION.

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

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 003 GRAINS AND OILSEEDS
3. 009 FOREST PRODUCTS, EQUIP, SERVICES

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 527 OSAKA

Market: 265 JAPAN

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1040.00M	\$ 1000.00M	\$ 940.00M	\$ 880.00M
Canadian Exports \$	7.00M	\$ 5.10M	\$ 4.20M	\$ 3.50M
Canadian Share of Import Market	0.67%	0.51%	0.45%	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	\$ 2.30 M
ii) CUSTOMIZED FOODS	\$ 0.00 M
iii) MISC PROCESSED FOODS	\$ 0.50 M
iv) BEVERAGES	\$ 0.30 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 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:

- 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

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: NOTIFICATION OF OPENING OF CONSULATE GENERAL

Results Expected: INCREASED INTEREST OF CANADIAN FIRMS, ESPECIALLY THOSE WITH JAPANESE EXPERIENCE.

Activity: ENCOURAGE BUYERS MISSION TO CANADA IN FOOD SECTOR.

Results Expected: AT LEAST TWO MISSIONS ORGANIZED.

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 PRODUCTS WHICH CAN BE COMPETITIVELY CUSTOM-PACKED IN CANADA.

Results Expected: INCREASED AWARENESS OF MARKET OPPORTUNITIES LEADING TO INCREASED MARKET PENETRATION.

Activity: BUYERS MISSION TO CANADA BY MAJOR FOOD STORE CHAINS & DEPARTMENT STORES.

Results Expected: INCREASED SALES BY SEVERAL MILLION OVER NEXT THREE YEARS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 527 OSAKA

Market: 265 JAPAN

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 021 FISH & SHELLFISH & OTHER PROD

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	\$ 1349.00M	\$ 1146.00M
Canadian Exports \$	110.00M	\$ 85.00M	\$ 60.00M	\$ 45.00M
Canadian Share of Import Market	5.50%	4.70%	4.50%	3.90%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	019 %
ii) 268 KOREA	014 %
iii) 434 TAIWAN	012 %
iv) 206 INDIA	005 %
v) 011 AUSTRALIA	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: 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) COD	\$ 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 moderate

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

EFFORTS BY TOKYO TO ESTABLISH MARKET PRIMARILY FOR ATLANTIC HERRING ROE AND COD CAN BE COMPLEMENTED BY OSAKA CONGEN ACTIVITIES.

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
- 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: IDENTIFICATION OF AGENCY RELATIONSHIPS WHICH CURRENTLY EXIST FOR CANADIAN SUPPLIERS; NOTIFY THOSE AGENTS OF OPPORTUNITIES IN KANSAI.

Results Expected: DETERMINATION OF DISTRIBUTION SYSTEM IN KANSAI FOR CANADIAN FISH 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: SEMINAR IN CONGEN TO FISH IMPORTERS/AGENTS TO RAISE AWARENESS OF CANADIAN CAPABILITY, RELYING ON PATTERN OF EXPERIENCE OF EMBASSY IN TOKYO.

Results Expected: EXPANSION OF AGENCY RELATIONSHIPS IN KANSAI AREA FOR EXISTING EXPORTERS AND FOR NEW EXPORTERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 527 OSAKA

Market: 265 JAPAN

Sector: 005 COMM. & INFORM. 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) \$	840.00M	\$ 765.00M	\$ 730.00M	\$ 700.00M
Canadian Exports \$	5.00M	\$ 4.00M	\$ 3.10M	\$ 2.70M
Canadian Share of Import Market	0.60%	0.50%	0.43%	0.39%

Major Competing Countries

Market Share

i) 265 JAPAN	063 %
ii) 577 UNITED STATES OF AMERICA	019 %
iii) 128 GERMANY WEST	008 %
iv) 434 TAIWAN	004 %
v) 268 KOREA	003 %
vi) 051 UNITED KINGDOM	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) DATA PROCESSING EQUIPMENT	\$ 50.00 M
ii) TELECOM EQUIPMENT	\$ 25.00 M
iii) DIGITAL PROCESSING EQUIPMENT	\$ 25.00 M
iv) COMPUTER STORAGE EQUIPMENT	\$ 20.00 M
v) PARTS FOR DATA PROCESSING	\$ 15.00 M
vi) RADIO TELEPHONE EQUIPMENT	\$ 10.00 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: 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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- non competitive financing from Canada
- 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:

DISTRIBUTION SYSTEM HEAVILY FAVOURS DOMESTIC PRODUCERS, REQUIRES EXPORTERS TO SUPPLY COMPLETE UNITS RATHER THAN SUB-COMPONENTS. (HEAVILY INTEGRATED DISTRIBUTION SYSTEM)

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
- 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

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

Activity: GENERAL NOTIFICATION OF CONSULATE GENERAL OPENING (1986).

Results Expected: INCREASED INTEREST BY CANADIAN FIRMS, ESPECIALLY THOSE WITH JAPANESE EXPERIENCE.

Activity: IDENTIFICATION AND NOTIFICATION OF CANADIAN FIRMS WHICH SHOULD BE MADE AWARE OF SPECIFIC MARKET OPPORTUNITIES IN KANSAI AREA.

Results Expected: FOCUSING OF SECTORAL CAPABILITIES AND PREPARATION OF SPECIFIC MARKETING 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: MONITOR EFFECTS OF DEREGULATION OF NTT ON TELECOM INDUSTRY AND MAKE RECOMMENDATIONS FOR MARKETING STRATEGY WHERE CANADIAN SECTORAL CAPABILITY IS STRONG.

Results Expected: INCREASE MARKET AWARENESS IN CANADA.

Export and Investment Promotion Planning System

MISSION: 527 OSAKA

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: DETERMINE MARKET STRATEGIES EMPLOYED BY FOREIGN COMPETITORS IN THIS SECTOR ESPECIALLY WITH REGARDS TO DISTRIBUTION SYSTEM.

Results Expected: PROVIDE ADVICE ON MOST EFFECTIVE METHOD OF MARKET PENETRATION.

Export and Investment Promotion Planning System

87/88 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: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	100.00M	\$ 20.00M	\$ 10.00M	\$ 5.00M
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	015 %
ii) 128 GERMANY WEST	005 %
iii) 268 KOREA	003 %
iv) 051 UNITED KINGDOM	001 %

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	\$ 35.00 M
ii) AIRPORT SERVICES	\$ 20.00 M
iii) NAVIGATION SYSTEMS	\$ 10.00 M
iv) CONSULTING SERVICES	\$ 8.00 M
v) AIR COMMUNICATIONS	\$ 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
(TERMINAL FACILITIES)

Approximate Value: \$ 2000 M
Financing Source: 012 DOM
For further info. please contact:
P. DRABBLE, CAN CONGEN, OSAKA

ii) Project Name: CHUBU INTERNATIONAL AIRPORT PROJECT

Approximate Value: \$ M
Financing Source: 012 DOM
For further info. please contact:
P. DRABBLE, CAN 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).

- 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:

- 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:
COMPLEXITY OF DISTRIBUTION SYSTEM.

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: NOTIFICATION OF OPENING OF CONSULATE GENERAL AND OPPORTUNITIES ASSOCIATED WITH NEW KANSAI INTERNATIONAL AIRPORT CONSTRUCTION.

Results Expected: FIVE OR SIX COMPANIES REGISTERED WITH KIA C UNDER DESIGNATED BIDDING 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: MEET WITH JAPANESE COMPANY EXPECTED TO WIN OVERALL CONTRACTS IN KIA PROJECT.

Results Expected: INCREASE AWARENESS OF CANADIAN CAPABILITY IN THIS SECTOR BY JAPANESE PRIVATE COMPANIES.

Activity: ENCOURAGE VISITS BY CANADIAN COMPANIES TO OSAKA FOR APPOINTMENTS AT KIA AND OTHER JAPANESE COMPANIES.

Results Expected: ESTABLISH BUSINESS RELATIONSHIPS BETWEEN JAPANESE AND CANADIAN COMPANIES LEADING TO SALES OVER NEXT THREE YEARS.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 527 OSAKA		
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
024 MISSION INCOMING JAPANESE FISH BUYERS MISSION		0988
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING COMMUNICATION EQUIPMENT MISSION	OSAKA/TOKYO	0588
OFFICE AUTOMATION MISSION	OSAKA/TOKYO	0688
024 MISSION INCOMING COMMUNICATIONS BUYERS MISSION		1088
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING NEW MATERIALS MISSION TO JAPAN	OSAKA/TOKYO	1089
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
024 MISSION INCOMING KIA AIRPORT INSPECTION MISSION TO CANADA		0888
Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV		
024 MISSION INCOMING ADVANCED MATERIALS MISSION TO CANADA		0589
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
024 MISSION INCOMING BIOTECH MISSION TO CANADA		0488
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
020 MISSION OUTGOING ADVANCED MANUFACTURING TECHNOLOGY MISSION	OSAKA	0788
Sector: 999 MULTIPLE SECTORS		
010 FAIRS OSAKA INTERNATIONAL TRADE FAIR	OSAKA	0488
024 MISSION INCOMING DEPARTMENT STORE BUYERS MISSION TO CANADA		0788

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 531 WELLINGTON

Country: 370 NEW ZEALAND

IT IS CLEAR THAT THE GOVT'S FIRM MONETARY & FISCAL POLICIES ARE HAVING AN IMPACT ON THE N. Z. ECONOMY. THEY HAVE BEEN ASSOC. WITH SUSTAINED HIGH INTEREST RATES WHICH HAVE AFFECTED SOME BUT NOT ALL AREAS OF INVNTMNT & INTEREST-SENSITIVE CONSUMPTION EXPENDITURES; AND WITH A STRONG N. Z. DOLLAR WHICH HAS AFFECTED THE EXPRTG SECTOR & WEAKENED DEMAND. THE LEVEL OF DOMESTIC COST INCREASE DUE TO WAGE INCREASES HAVE ALSO HAD A DIRECT BEARING ON THE OUTPUT OF EXPRTNG INDS. THE 1986/87 OUTLOOK IS A MIXED ONE BUT INTEREST RATES & INFLATION ARE COMING DOWN & THE ECONOMY IS REACTING MORE POSITIVELY TO THE EFFECTS OF THE REMOVAL OF SUBSIDIES & RESTRAINTS. THERE SEEMS TO BE A GEN'L EXPECTATION THAT THE DOWNTURN IN ECONOMIC ACTIVITY WILL REACH A TROUGH TOWARDS THE END OF 86/87 & THAT THERE WILL BE GRADUAL RECOVERY DURING 1987/88. THE TOTAL VOLUME OF IMPORTS IS EXPECTED TO CONTRACT DURING 1986/87 BY APPROX. 7.5%, LARGELY DUE TO DECREASING IMPORTS OF LARGE CAPITAL ITEMS. CDN EXPTS TO N. Z. ARE EXPECTED TO CONTRACT BY 8.5% IN THIS SAME PERIOD. THIS CONTRACTION STEMS FM THE FALL IN DOMESTIC DEMAND. THE TRANSITION FM THE CONSTRUCTION TO THE PROD'N PHASES OF THE MAJOR PROJS, INCREASED SELF-SUFFICIENCY IN FUELS USED FOR TRANSP., & SOME IMPORT SUBSTITUTION IN OTHER AREAS. WITH THE CONTINUING HIGH EXCHANGE RATE & THE REDUCTION IN TRADE BARRIERS, SOME INCREASE IN 'INTRA-INDUSTRY' TRADE IN MFTRS IS EXPECTED AS PRODRS RATIONALISE THEIR PROD. LINES, ENDING PROD'N OF SOME SMALL QUANTITY ITEMS & CONCENTRATING ON PROD'N & EXPORT OF OTHERS. AS THE ECONOMY GRADUALLY EXPANDS TOWARDS THE END OF 1986/87, THIS IS LIKELY TO LEAD TO INCREASED IMPORTS. INSOFAR AS CURRENT PRESSURES FM INCREASED COMPETITION THROUGH DEREGULATION & THE "COMMERCIALIZATION" OF A NUMBER OF GOVT. DPTS., RESULT IN INCREASES IN EFFICIENCY IN IND., THE TENDENCY FOR IMPORTS TO RISE AGAIN IN 1987/88 MAY BE CHECKED. HOWEVER, THE TOTAL CDN SHARE OF THE N. Z. MKT WHICH WAS 2.7% IN 1984/85 CAN, WITH VIGOROUS MKTG. BY CDN PRODRS, BE EXPECTED TO REACH 5% IN 1989/90. THE ECONOMIES OF THE SOUTH PACIFIC STATES CONTINUE TO RISE & FALL IN CONCERT WITH THE WEATHER & ITS EFFECTS ON TOURISM AND PRIMARY PRODUCE. THE EFFORTS OF THE SOUTH PACIFIC FORUM & THE SOUTH PACIFIC BUREAU FOR ECONOMIC CO-OPERATION ARE STARTING TO HAVE AN INFLUENCE IN RAISING THE INT'L PROFILE OF THE INDIVIDUAL COUNTRIES & IMPLEMENTING MAJOR CAPITAL PROGRAMS TO INCREASE THE STANDARD OF LIVING. BECAUSE OF THE MINUTE SIZE OF THE SOUTH PACIFIC MKTS, TID PROGRAM ACTIVITIES IN 1987/88 WILL BE PRIMARILY RESPONSIVE AND THUS THE TID PLANNING AND TRACKING SYSTEM WILL REFLECT ACTIVITIES AND DISCUSS ONLY THE MARKET IN NEW ZEALAND.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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: STRONG CDN MFTG EXPERTISE; STRONG ENGINEERING, EXPERTISE; N. Z. FOREST HARVESTING INDUSTRY ENTERING PHASE OF AUTOMATION; SIMILAR ENVIRONMENT.

2. 005 COMM. & INFORM. EQP. & SERV

REASONS: N. Z. AND CDA HAVE SIMILAR PROBLEMS REQUIRING CDN SOLUTIONS; N. Z. & FIJI REPLACING ANALOG WITH DIGITAL SYSTEM; N. Z. POST OFFICE WILL BE DEREGULATING IN 1987; N. Z. POST OFFICE INTRODUCING EFT/POS IN 1987.

3. 013 CONSUMER PRODUCTS

REASONS: NEW ZEALAND REMOVING IMPORT LICENSES; CANADA ENJOYS TARIFF PREFERENCE; NEW ZEALAND CONSUMERS SEEKING NEW PRODUCTS.

4. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: NEW ZEALAND MINISTRY OF DEFENCE SEEKING NEW SOURCES OF SUPPLY; N. Z. MIN. OF DEFENCE & DEPT. OF NAT'L DEFENCE ESTABLISHED A LOGISTICS AGREEMENT IN 1986/87.

5. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: NEW ZEALAND GOVERNMENT REMOVED IMPORT RESTRICTIONS IN 1986; NEW ZEALAND RETAIL STORES ARE SEEKING OUR FOOD PRODUCTS.

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. 012 PETROCHEM & CHEM PROD, EQP, SERV
6. 013 CONSUMER PRODUCTS

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	75.00M	\$ 75.00M	\$ 57.40M	\$ 58.70M
Canadian Exports \$	3.00M	\$ 2.00M	\$ 2.40M	\$ 6.30M
Canadian Share of Import Market	4.00%	2.60%	4.20%	7.40%

Major Competing Countries

Market Share

i) 011 AUSTRALIA	042 %
ii) 051 UNITED KINGDOM	010 %
iii) 577 UNITED STATES OF AMERICA	005 %

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) RACE HORSES	\$ 0.00 M
ii) SEMEN	\$ 0.00 M
iii) SWINE	\$ 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

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:

- 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: CONTINUED PROMOTION OF CDN SWINE EXPORTS AND TO REALISE APRIL '87 SHIPMENTS.

Results Expected: INCREASED SALE OF AG & FOOD PRODUCTS

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	250.00M	\$ 220.00M	\$ 172.80M	\$ 144.50M
Canadian Exports \$	0.75M	\$ 0.50M	\$ 0.10M	\$ 0.39M
Canadian Share of Import Market	0.30%	0.22%	0.06%	0.26%

Major Competing Countries

Market Share

i) 011 AUSTRALIA	032 %
ii) 051 UNITED KINGDOM	010 %
iii) 431 PHILIPPINES	009 %
iv) 362 FIJI	006 %
v) 577 UNITED STATES OF AMERICA	005 %
vi) 047 BRAZIL	005 %

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) CANNED FOODS	\$ 0.00 M
ii) CANNED FISH	\$ 0.00 M
iii) FROZEN DINNERS	\$ 0.00 M
iv) FROZEN FRUIT AND VEGS.	\$ 0.00 M
v) CONFECTIONERY	\$ 0.00 M
vi) SPECIALITY CHEESE	\$ 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 moderate

Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

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:

- 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: TASTE OF CANADA - FOOD PROMOTION EFFORT FOCUSED ON RESTAURANT

Results Expected: NEW AGENCY LINES ESTABLISHED.

Activity: WOOLWORTHS PROMO. - IN-STOR CDN PROCESSED FOOD PROMOTION

Results Expected: NEW AGENCY LINES ESTABLISHED.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 022 PROCESSED FISH & SHELLFISH

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	25.00M	\$ 22.00M	\$ 22.50M	\$ 29.80M
Canadian Exports \$	10.00M	\$ 9.00M	\$ 8.70M	\$ 10.60M
Canadian Share of Import Market	40.00%	40.00%	38.70%	35.50%

Major Competing Countries

	Market Share
i) 051 UNITED KINGDOM	014 %
ii) 265 JAPAN	012 %
iii) 520 THAILAND	012 %
iv) 011 AUSTRALIA	009 %
v) 344 MALAYSIA	004 %
vi) 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: Mature with little growth

Products/services for which there are
good market prospects

	Current Total Imports In Canadian \$
i) CANNED SALMON	\$ 7.00 M
ii) CANNED SARDINES	\$ 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:

- No factors reported by mission

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:

- 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: TASTE OF CANADA PROMOTION - FOOD PROMOTION EFFORT FOCUSED ON THE RESTAURANT/INSTITUTIONAL TRADE.

Results Expected: NEW AGENCY LINES ESTABLISHED.

Activity: WOOLWORTHS PROMOTION- STORE PROMOTION OF CDN PROCESSED FOOD PRODUCTS.

Results Expected: NEW AGENCY LINES 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: PROVISION OF EXTENSIVE ASSISTANCE TO NATIONAL SEA PRODUCTS TO GAIN Foothold IN N. Z. AND TO ESTABLISH INVESTMENT.

Results Expected: INCREASE CDA'S SHARE OF THE N. Z. MARKET BY INCREASING CDN PRESENCE.

Export and Investment Promotion Planning System

87/88 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: 042 ARMAMENTS & VEHICLES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	120.00M	\$ 120.70M	\$ 127.60M	\$ 90.70M
Canadian Exports \$	15.00M	\$ 6.00M	\$ 4.70M	\$ 1.30M
Canadian Share of Import Market	12.50%	5.00%	3.70%	1.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 051 UNITED KINGDOM	020 %
iii) 011 AUSTRALIA	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) 105MM AMMO \$ 5.00 M
ii) 5.56MM AMMO \$ 0.00 M
iii) C-7 WEAPONS \$ 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 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:

- No factors reported by mission

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:

- 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 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: PROVIDING ASSISTANCE & INCENTIVE FOR NZMOD TO ESTABLISH BROAD MOU WITH DND. TO DISTRIBUTE CDN INFO & DETAILS ON CDN MARINE EQUIP TO PROMOTE \$2 MILLION DATA LOGGING EQPT TO RNZN. TO OBTAIN OPPORTUNITY FOR COMPUTING DEVICES TO BID ON EQUIP. REQUIREMENTS.

Results Expected: INCREASED SALES OF CDN DEFENCE EQUIPMENT TO N. Z.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 005 COMM. & INFORM. EQP. & 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) \$	350.00M	\$ 300.00M	\$ 292.20M	\$ 235.30M
Canadian Exports \$	10.00M	\$ 15.00M	\$ 12.60M	\$ 22.20M
Canadian Share of Import Market	2.80%	5.00%	4.30%	9.40%

Major Competing Countries

Market Share

i) 265 JAPAN	054 %
ii) 051 UNITED KINGDOM	007 %
iii) 616 OTHER COUNTRIES	014 %
iv) 011 AUSTRALIA	002 %
v) 577 UNITED STATES OF AMERICA	012 %

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) PABX \$ 15.00 M
ii) DATA EQUIP. \$ 0.00 M
iii) EFT/POS EQUIP. \$ 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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the unsuitability of Canadian products for this market

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:

- 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.

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

Activity: FOLLOW-UP OF CONTACTS MADE BY TELECOM MISSION IN NOV'86.

Results Expected: INCREASED TELECOMS SALES BY SUPPORTING/MAINTAINING CONTACT WITH N Z BUYERS AND CDN 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: DELIVEATION OF NEW OPPORTUNITIES DUE TO DEREGULATION OF N Z TELECOMS.

Results Expected: INCREASED SALES BY RELAYING TO CDN INDUSTRY NEW MARKET OPPORTUNITIES IDENTIFIED.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

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

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

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	\$ 400.00M	\$ 283.60M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 7.00M	\$ 1.30M
Canadian Share of Import Market	1.50%	1.00%	1.70%	1.30%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	045 %
ii) 265 JAPAN	014 %
iii) 011 AUSTRALIA	004 %
iv) 051 UNITED KINGDOM	004 %
v) 370 NEW ZEALAND	003 %
vi) 507 SWEDEN	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	\$ 75.00 M
ii) HARDWARE	\$ 400.00 M
iii) CONSULTING	\$ 25.00 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: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

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
- use of provincial governments 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: POST HAS BEGUN MARKET SURVEY OF LOCAL IMPORTERS

Results Expected: LIST OF PRODUCTS REQUIRED BY LOCAL IMPORTERS

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 OF LOCAL SOFTWARE CONSULTING HOUSES

Results Expected: DEVELOP CONTACTS OF SOFTWARE FIRMS POTENTIALLY INTERESTED IN JV WITH CANADIAN FIRMS.

Activity: THREE CATALOGUES SHOWS IN TERRITORY

Results Expected: INCREASE NUMBER OF CANADIAN FIRMS ACTIVE IN NEW ZEALAND

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 006 ELECTRONICS EQUIP. & 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) \$	175.00M	\$ 160.00M	\$ 175.00M	\$ 134.90M
Canadian Exports \$	3.00M	\$ 1.40M	\$ 1.10M	\$ 1.40M
Canadian Share of Import Market	1.70%	0.90%	0.60%	1.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	035 %
ii) 051 UNITED KINGDOM	014 %
iii) 370 NEW ZEALAND	012 %
iv) 265 JAPAN	019 %
v) 128 GERMANY WEST	008 %
vi) 011 AUSTRALIA	006 %

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) SECURITY PRODUCTS	\$ 25.00 M
ii) ENERGY MGMT	\$ 25.00 M
iii) CAD/CAM	\$ 10.00 M
iv) PROGRAMMABLE CONTROL SYSTEMS	\$ 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

Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

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
- use of provincial governments 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: SURVEY OF LOCAL SECURITY INDUSTRY

Results Expected: LIST OF POTENTIAL IMPORTERS

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 OF INSTRUMENTATION IMPORTERS

Results Expected: LIST OF POTENTIAL IMPORTERS

Activity: TERRITORY CATALOGUE SHOWS

Results Expected: INCREASE CANADIAN PRESENCE

Activity: PUBLICIZE CANADIAN CAPABILITIES IN LOCAL TRADE PRESS

Results Expected: INCREASE IN AWARENESS OF CANADIAN CAPABILITIES

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

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

Subsector: 082 URBAN TRANSIT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	20.00M	\$ 12.00M	\$ 12.00M	\$ 7.50M
Canadian Exports \$	1.00M	\$ 0.05M	\$ 0.03M	\$ 0.03M
Canadian Share of Import Market	5.00%	0.40%	0.20%	0.40%

Major Competing Countries

Market Share

i) 011 AUSTRALIA	029 %
ii) 265 JAPAN	023 %
iii) 577 UNITED STATES OF AMERICA	021 %
iv) 507 SWEDEN	010 %
v) 051 UNITED KINGDOM	007 %
vi) 032 HUNGARY	004 %

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) BUSES	\$ 12.00 M
ii) LIGHT RAIL	\$ 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: 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:

- 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: DISCUSSIONS WITH ARA AND MANAKAU CITY COUNCILS ON USE OF CDN MONORAIL SYSTEMS.

Results Expected: MAINTAIN AWARENESS OF CDN SOURCES OF SUPPLY.

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: PUBLICIZE LOCAL OPPORTUNITIES TO CANADIAN COMPANIES

Results Expected: INCREASE AWARENESS

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

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) \$	200.00M	\$ 100.00M	\$ 343.80M	\$ 126.10M
Canadian Exports \$	30.00M	\$ 20.00M	\$ 220.60M	\$ 26.20M
Canadian Share of Import Market	15.00%	20.00%	64.10%	20.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	035 %
ii) 616 OTHER COUNTRIES	006 %
iii) 265 JAPAN	024 %
iv) 011 AUSTRALIA	002 %
v) 051 UNITED KINGDOM	013 %

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) AIRCRAFT	\$ 20.00 M
ii) SIMULATORS	\$ 0.00 M
iii) MANAGEMENT	\$ 0.00 M
iv) OVERHAUL	\$ 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:

- the apparent limited sectoral capability in Canada compared to other competing export countries

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:

- 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: CONTINUED PROMOTION TO ANSETT/NEWMANS TO ENSURE THEY TAKE UP 3RD DASH-8 OPTION.

Results Expected: SALE OF ADDITIONAL AIRCRAFT.

Export and Investment Promotion Planning System

87/88 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) \$	21.00M	\$ 19.00M	\$ 17.20M	\$ 17.20M
Canadian Exports \$	8.00M	\$ 7.00M	\$ 5.60M	\$ 3.90M
Canadian Share of Import Market	38.00%	36.80%	33.00%	22.90%

Major Competing Countries

Market Share

i) 370 NEW ZEALAND	094 %
ii) 577 UNITED STATES OF AMERICA	001 %
iii) 616 OTHER COUNTRIES	003 %
iv) 362 FIJI	001 %
v) 011 AUSTRALIA	001 %

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) SAWN CEDAR	\$ 4.75 M
ii) CEDAR SHINGLES/SHAKES	\$ 0.20 M
iii) SAWN HEMLOCK/SPRUCE/LARCH	\$ 2.00 M
iv) SAWN CANADIAN HARDWOODS	\$ 0.05 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 moderate

Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

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
- 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 REPRESENTATION OF N Z GOV'T TO GAIN THE ADMISSION OF CDN CEDAR SHINGLES AND SHAKES.

Results Expected: REDUCE TRADE BARRIERS IMPROVE MARKET ACCESS.

Export and Investment Promotion Planning System

87/88 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) \$	919.00M	\$ 851.00M	\$ 792.20M	\$ 907.70M
Canadian Exports \$	47.00M	\$ 42.00M	\$ 33.20M	\$ 41.30M
Canadian Share of Import Market	5.10%	4.90%	4.20%	3.28%

Major Competing Countries

Market Share

i) 616 OTHER COUNTRIES	040 %
ii) 051 UNITED KINGDOM	012 %
iii) 265 JAPAN	018 %
iv) 011 AUSTRALIA	011 %
v) 577 UNITED STATES OF AMERICA	018 %

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) FOREST HARVESTING EQUIP.	In Canadian \$
ii) SAWMILLING EQUIP.	\$ 5.00 M
iii) PULP AND PAPER EQUIP.	\$ 15.00 M
iv) TRANSPORT EQUIP.	\$ 11.00 M
	\$ 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 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:

- No factors reported by mission

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:

- 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

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: ORGANIZATION OF APPITA TOUR OF N Z INDUSTRY. ORGANIZATION OF PARTICIPATION BY CDN INDUSTRY IN LIRA TRANSPORTATION SEMINAR.

Results Expected: INCREASED SALES OF CDN FORESTRY EQUIPMENT.

Export and Investment Promotion Planning System

87/88 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: 132 JEWELRY & GIFTWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	17.00M	\$ 15.00M	\$ 10.00M	\$ 7.75M
Canadian Exports \$	0.50M	\$ 0.25M	\$ 0.08M	\$ 0.15M
Canadian Share of Import Market	3.00%	1.50%	1.00%	2.00%

Major Competing Countries

Market Share

i) 370 NEW ZEALAND	015 %
ii) 051 UNITED KINGDOM	009 %
iii) 011 AUSTRALIA	009 %
iv) 577 UNITED STATES OF AMERICA	008 %
v) 237 ITALY	008 %
vi) 189 HONG KONG	007 %

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) FASHION JEWELLERY	\$ 7.00 M
ii) PRECIOUS METALS	\$ 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 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:

- 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: 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
- 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: SURVEY OF GIFTWARE MARKET IN NEW ZEALAND

Results Expected: INFO ON MARKET OPPORTUNITIES

Activity: PUBLICIZE RESULTS OF MARKET SURVEY TO CANADIAN SUPPLIERS

Results Expected: INCREASED AWARENESS OF OPPORTUNITIES
IN 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: PROVISION OF INFO ON CDN SOURCES OF SUPPLY TO N Z INDUSTRY.

Results Expected: ELEVATE PROFILE OF CDN SUPPLIERS.

Export and Investment Promotion Planning System

87/88 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: 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) \$	200.00M	\$ 169.00M	\$ 119.50M	\$ 126.10M
Canadian Exports \$	1.75M	\$ 1.50M	\$ 1.30M	\$ 1.30M
Canadian Share of Import Market	1.00%	1.00%	1.09%	1.06%

Major Competing Countries

Market Share

i) 265 JAPAN	016 %
ii) 011 AUSTRALIA	014 %
iii) 577 UNITED STATES OF AMERICA	013 %
iv) 051 UNITED KINGDOM	011 %
v) 434 TAIWAN	010 %
vi) 189 HONG KONG	006 %

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) FASTENERS	\$ 0.00 M
ii) TOOLS	\$ 0.00 M
iii) HARDWARE	\$ 0.00 M
iv) TOYS	\$ 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 moderate

Export and Investment Promotion Planning System

MISSION: 531 WELLINGTON

COUNTRY: 370 NEW ZEALAND

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:

- 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: ADVISE NEW ZEALAND IMPORTERS OF CANADIAN CAPABILITIES

Results Expected: DOUBLE CANADIAN MARKET SHARE IN 3 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: DISTRIBUTION OF SURVEY QUESTIONNAIRE TO DELIVEATE N Z REQUIREMENTS FOR SUBSEQUENT DISTRIBUTION TO CDN SUPPLIERS.

Results Expected: INCREASED AWARENESS OF SUPPLY/DENAND OPPORTUNITIES.

Export and Investment Promotion Planning System

87/88 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: 135 FURNITURE & APPLIANCES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	50.00M	\$ 42.00M	\$ 21.00M	\$ 12.50M
Canadian Exports \$	0.75M	\$ 0.47M	\$ 0.07M	\$ 0.11M
Canadian Share of Import Market	1.50%	1.10%	0.34%	0.94%

Major Competing Countries

Market Share

i) 011 AUSTRALIA	052 %
ii) 577 UNITED STATES OF AMERICA	008 %
iii) 265 JAPAN	007 %
iv) 237 ITALY	004 %
v) 051 UNITED KINGDOM	003 %
vi) 128 GERMANY WEST	003 %

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) OFFICE FURNITURE	\$ 0.00 M
ii) OUTDOOR FURNITURE	\$ 0.00 M
iii) DOMESTIC FURNITURE	\$ 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 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

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:

- 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: ADVISE LOCAL IMPORTERS OF CANADIAN CAPABILITY

Results Expected: INCREASE CANADA'S MARKET SHARE TO USA POSITION.

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: DELIVEATION OF N Z FURNITURE REQUIREMENTS AND COMPLETION OF REQUIREMENTS OF SURVEY FOR DISTRIBUTION.

Results Expected: BETTER IDENTIFICATION OF MARKET OPPORTUNITIES FOR CDN SUPPLIERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 531 WELLINGTON

Market: 370 NEW ZEALAND

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

Subsector: 161 MANUFACT & MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 175.00M	\$ 150.00M	\$ 155.00M
Canadian Exports \$	2.00M	\$ 0.80M	\$ 0.50M	\$ 1.00M
Canadian Share of Import Market	1.00%	0.50%	0.30%	0.60%

Major Competing Countries

Market Share

i) 265 JAPAN	022 %
ii) 128 GERMANY WEST	020 %
iii) 577 UNITED STATES OF AMERICA	015 %
iv) 051 UNITED KINGDOM	009 %
v) 011 AUSTRALIA	005 %
vi) 370 NEW ZEALAND	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) MATERIALS HANDLING	\$ 63.00 M
ii) PACKAGING MACHINERY	\$ 30.00 M
iii) TEXTILE IND. MACHINERY	\$ 61.00 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: 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:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program

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 NZ REQUIREMENTS IN CONJUNCTION WITH REMOVAL OF IMPORT LICENSE SYSTEM

Results Expected: TO IDENTIFY MATCH BETWEEN N Z OPPORTUNITIES WITH CDA SUPPLY CAPABILITY.

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 OF LOCAL GENERAL MACHINERY IMPORTERS

Results Expected: INFO ON LOCAL MARKET OPPORTUNITIES

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: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING FOOD MISSION		0687
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING COMPUTER MISSION		0987
024 MISSION INCOMING ELECTRONICOM 87 BUYERS FROM NEW ZEALAND	TORONTO	0987
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
024 MISSION INCOMING UBURN TRANSIT BUYERS FM NEW ZEALAND UBURN TRANSIT BUYERS FM NEW ZEALAND	TORONTO	0687 0388
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
020. MISSION OUTGOING FOREST HARVESTING MISSION PULP AND PAPER MISSION GUEST SPEAKER LIRA SEMINAR	NELSON	0687 0987 0687
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
020 MISSION OUTGOING GUEST SPEAKER NZ DRILLERS FED.	NEW PLYMOUTH	0787
024 MISSION INCOMING INTERCAN 87 BUYERS FROM NEW ZEALAND	EDMONTON	0687
Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV		
020 MISSION OUTGOING PLASTIC INDUSTRY EQUIPMENT		0887
Sector: 013 CONSUMER PRODUCTS		
024 MISSION INCOMING TORONTO HARDWARE SHOW BUYERS FROM NEW ZEALAND CDA JEWELLERY SHOW BUYERS FROM NEW ZEALAND NAT'L HOME SHOW TORONTO BUYERS FROM NEW ZEALAND	TORONTO TORONTO TORONTO	0288 0787 0487
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
024 MISSION INCOMING BUYERS ONTARIO HOSPITAL ASSN CONVENTION	TORONTO	1287

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: 017 SERVICE INDUSTRIES		
024 MISSION INCOMING SAFETY AND SECURITY BUYERS FM NEW ZEALAND		1187

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 531 WELLINGTON		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING FOOD PACIFIC 88 NEW ZEALAND BUYERS	VANCOUVER	0988
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING TELECOMMUNICATIONS MISSION		0788
024 MISSION INCOMING EDUCATIONAL/CDN COMP SHOW-COMPUT. SOFTWARE N. Z. CDN COMPUTER SHOW NEW ZEALAND BUYERS	TORONTO TORONTO	1188 1188
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
020 MISSION OUTGOING FIEA CONFERENCE GUEST SPEAKER		0788
024 MISSION INCOMING SAWMILLING MISSION LUMBER MISSION NEW ZEALAND BUYERS		0988 0688
Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV		
020 MISSION OUTGOING CHEMICAL MISSION		0588
Sector: 013 CONSUMER PRODUCTS		
020 MISSION OUTGOING TEXTILE MISSION		0289
024 MISSION INCOMING TORONTO HARDWARE SHOW BUYERS FM NEW ZEALAND	TORONTO	0289

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 531 WELLINGTON		
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING LAB/PLANT & EQUIP.		1188
Sector: 017 SERVICE INDUSTRIES		
020 MISSION OUTGOING SAFETY AND SECURITY MISSION		0588

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 532 MELBOURNE

Country: 011 AUSTRALIA

THE PAST YEAR HAS BEEN A SOBERING ONE FOR AUSTRALIA. THE AUSTRALIAN DOLLAR HAS DECLINED IN VALUE RELATIVE TO THE CURRENCIES OF HER MAJOR TRADING PARTNERS AND WORLD COMMODITY PRICES HAVE DRAMATICALLY AFFECTED AUSTRALIA'S BALANCE OF TRADE. THE COMMONWEALTH GOVERNMENT HAS BEEN GRAPPLING WITH MAJOR ISSUES OF LABOUR RELATIONS REFORM (TO ACHIEVE GREATER FLEXIBILITY AND STABILITY), TAX REFORM (TO ENCOURAGE ENTREPRENEURSHIP), MAJOR POLICY REVIEWS (SUCH AS OFFSETS AND DEFENCE) AND EXAMINATIONS OF THE LEVEL AND PROLIFERATION OF GOVERNMENT REGULATION, AS WELL AS EFFORTS TO EVALUATE PROTECTIONISM AND EXHORT AUSTRALIAN MANUFACTURING INDUSTRIES TO BOOST PRODUCTIVITY AND EXPORTS. THE GOVERNMENT HAS ENJOYED MIXED SUCCESS WITH THESE ISSUES BUT HAS PRESERVED ITS IMAGE OF COMPETENCE AND PRAGMATISM. IT MUST NOW SEEK WAYS OF FINANCING AUSTRALIA'S NEGATIVE TRADE BALANCE PARTICULARLY AS WORLD COMMODITY PRICES SEEM UNLIKELY TO RISE DRAMATICALLY NOR DO COMMODITY MARKETS APPEAR LIKELY TO EXPAND SIGNIFICANTLY. THE GOVERNMENT MUST DEAL WITH HIGH INTEREST RATES AND FOSTER AN IMPROVEMENT IN CONFIDENCE IN BOTH BUSINESS AND CONSUMER SECTORS. IN THE NEXT YEAR, AUSTRALIAN INDUSTRY SHOULD CAPITALIZE ON THE IMPETUS OF THE DEPRECIATED DOLLAR AND FOCUS DIRECT INVESTMENT ON DOMESTIC PRODUCERS. IMPORTS WILL BE REDUCED OVERALL, BUT AUSTRALIA'S INABILITY TO SATISFY DEMANDS IN MOST VALUE ADDED SECTORS, THE WIDESPREAD ACCEPTABILITY OF CANADIAN PRODUCTS, AND THE RELATIVELY LOW CANADIAN DOLLAR (IN COMPARISON TO THE CURRENCIES THE USA, JAPAN, AND WEST GERMANY FOR EXAMPLE) BODE WELL FOR CANADIAN EXPORTERS. AUSTRALIA IS NOT ALONE IN THE ECONOMIC PROBLEMS SHE FACES. HER INHERENT STRENGTHS AND HER RESOURCES WILL ENABLE HER TO WEATHER SLOWER GROWTH. THERE ARE NOT MAJOR CHANGES ANTICIPATED IN THE NATURE OF OUR TRADING RELATIONSHIP. AUSTRALIA WILL CONTINUE TO BE A VALUABLE AND BROADLY BASED MKT FOR RESOURCE PRODS, MANUFACTURED GOODS AND SERVICES. CANADA WILL CONTINUE TO BE A DESTINATION FOR A MODEST AMOUNT OF OFFSHORE INVESTMENT BY AUSTRALIANS. FOR MANY, CANADA OFFERS AN OPPORTUNITY TO GAIN VALUABLE NORTH AMERICAN EXPOSURE. TRADE AND INVESTMENT PROMOTION WILL CONTINUE TO ASSIST CANADIAN COMPANIES WITH INFORMATION, CONTACTS AND TIMELY MARKET INTELLIGENCE. THE WIDENING SPAN OF BUSINESS RELATIONSHIPS IS ACKNOWLEDGED AND WILL BE MATCHED BY NEW AND TRADITIONAL PROMOTIONAL TOOLS.

Export and Investment Promotion Planning System

REF: SYN-GEO 87/88 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. & INFORM. EQP. & SERV

REASONS: CONVERGENCE OF THE TELECOMS & INFO. PROCESSING TECH. IN AUSTRALIA IS RAPIDLY PRODUCING EXCELLENT OPPORTUNITIES FOR CDN EXPRTS & PROSPECTS FOR SIGNIFICANT DOMESTIC INVESTMENT.

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: AUSTRALIA IS RECOGNIZED AS MAJOR AGRICULTURAL PRODUCER AND THUS A MAJOR MARKET FOR SPECIFIC AGRICULTURAL PRODUCE AND EQUIPMENT.

3. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: MAJOR PROSPECTS ARE PLANNED IN FORESTRY SECTOR BY AUSTRALIAN INDUSTRY.

4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: OPPORT. FOR CDN TRANSPORTATION SECTOR EXPORTERS DUE TO RATIONALIZATION OF THE AUSTRALIAN VEHICLE INDUSTRY AND RELATIVE DEVALUATION OF THE AUSTRALIA DOLLAR.

5. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: LIMITED CAPACITY FOR LOCAL IND. TO SATISFY DEMAND FOR IND'L PLANT & EQPT, ADVANTAGEOUS POSITION OF CDN DOLLAR IN RELATION TO OTHER FOREIGN CURRENCIES & SUBSTANCIAL DEMAND FOR N. AMERICAN PRODS PRESENT OPPORT.

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

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	48.00M	\$ 42.00M	\$ 36.20M	\$ 31.00M
Canadian Exports \$	10.00M	\$ 6.30M	\$ 3.20M	\$ 3.00M
Canadian Share of Import Market	21.00%	15.00%	9.00%	10.00%

Major Competing Countries

Market Share

i) 370 NEW ZEALAND	060 %
ii) 051 UNITED KINGDOM	015 %
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

In Canadian \$

i) BOVINE SEMEN	\$ 2.50 M
ii) BOVINE EMBRYOS	\$ 0.10 M
iii) LIVE HORSES	\$ 36.00 M
iv) BOVINE ANIMALS	\$ 2.70 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
- other factor(s) described by the Trade Office as follows:

RECENT EASING OF CERTAIN ASPECTS IN HEALTH PROTOCOLLS WILL
ENABLE CDN EXPORTERS TO MORE EFFECTIVELY PERSUE 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
- 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 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: IMPROVE MARKET PROSPECTS FOR CANADIAN BOVINE SEMEN AND EMBRYOS BY SATURATING AUST BREEDERS WITH SOURCING AND PROGENY INFO ON CDN STOCK.

Results Expected: DRAMATICALLY INCREASE EXPORTS OF SEMEN AND EMBRYOS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	475.00M	\$ 440.00M	\$ 420.00M	\$ 211.00M
Canadian Exports \$	35.00M	\$ 28.00M	\$ 24.00M	\$ 21.00M
Canadian Share of Import Market	7.40%	6.40%	5.70%	10.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	041 %
ii) 237 ITALY	006 %
iii) 128 GERMANY WEST	016 %
iv) 265 JAPAN	005 %
v) 051 UNITED KINGDOM	007 %

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) TRACTORS	\$ 240.00 M
ii) GRAIN HANDLING & STORAGE	\$ 4.00 M
iii) COMBINES	\$ 95.00 M
iv) TILLAGE	\$ 22.00 M
v) SPRAYERS	\$ 9.00 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 moderate

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:

- 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
- use of provincial governments 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: REVIEW WITH DEALERS POSSIBILITY OF ARRANGING FINANCING THROUGH EDC, NOTE PURCHASE OF EDA.

Results Expected: IMPROVED CANADIAN MARKET SHARE AND ENHANCED DEALER VIABILITY.

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 POSSIBLE JOINT VENTURE/LICENSING ARRANGEMENTS. DISCUSS CDN INTEREST IN J. V. WITH AUST. FIRMS AND IDENTIFY BEST MATCHING.

Results Expected: MAINTAIN CDN SHARE OF AG EQUIP MARKET IN LIGHT OF POSSIBLE DECREASE IN IMPORTED EQUIPMENT.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 018 FEED, FERTILIZER & VET PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	140.00M	\$ 147.00M	\$ 177.00M	\$ 131.00M
Canadian Exports \$	25.00M	\$ 29.00M	\$ 32.00M	\$ 20.00M
Canadian Share of Import Market	18.00%	19.00%	18.00%	15.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 308 JORDAN	005 %
iii) 051 UNITED KINGDOM	003 %
iv) 553 UNION OF SOVIET SOC REP	003 %
v) 370 NEW ZEALAND	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) POTASSIUM CHLORIDE	\$ 19.00 M
ii) UREA	\$ 3.00 M
iii) AMMONIUM NITRATE	\$ 6.00 M
iv) AMMONIUM SULPHATE	\$ 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

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
- 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: UNDERTAKE A SOURCING INVENTORY OF CDN CAPABILITY TO SUPPLY FERTILIZER INGREDIENTS AND PROVIDE INFORMATION TO AUSTRALIAN FERTILIZER MANUFACTURERS/AGENCIES AND DISTRIBUTORS.

Results Expected: ENSURE MAJOR AUSTRALIAN PURCHASERS ARE AWARE OF PRODUCTS AVAILABLE FROM CANADA AND INCREASE EXPORTS.

Export and Investment Promotion Planning System

87/88 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) \$	1600.00M	\$ 1400.00M	\$ 1259.00M	\$ 1000.00M
Canadian Exports \$	15.00M	\$ 14.00M	\$ 12.00M	\$ 10.00M
Canadian Share of Import Market	0.94%	1.00%	0.95%	1.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	090 %
ii) 051 UNITED KINGDOM	006 %
iii) 507 SWEDEN	001 %
iv) 112 FRANCE	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) ROCKETS	\$ 0.00 M
ii) MARINE ENGINEERING SERVICES AND EQUIPMENT	\$ 100.00 M
iii) EARTH SATELLITE STATION	\$ 0.00 M
iv) TACAN	\$ 0.00 M
v) NBC EQUIPMENT	\$ 20.00 M
vi) GLOBAL POSITIONING SYSTEMS	\$ 0.00 M
vii) EW EQUIPMENT	\$ 0.00 M
viii) AMMUNITION	\$ 5.00 M
ix) AIRBORNE SEARCH RADAR	\$ 20.00 M
x) SONOBUDYS	\$ 1.50 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: ACQUISITION AND BUILD OF SUBMARINES

Approximate Value: \$ 3000 M

Financing Source: 012 DOM

For further info. please contact:

MLBRN, TLX: 71-30501

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).

- 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:

LACK OF FAMILIARITY ON PART OF CANADIAN FIRMS WITH AUSTRALIAN OFFSET 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

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: DEVELOPMENT OF DEFENCE INDUSTRY CAPABILITY LIST FOR POST TERRITORY TO BE USED BY CANADIAN COMPANIES SEEKING REPRESENTATIVES OR OFFSET CONTACTS.

Results Expected: ENHANCE EFFECTIVENESS OF COMPANIES SEEKING TO SELL IN THE DEFENCE MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 005 COMM. & INFORM. EQP. & 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) \$	800.00M	\$ 640.00M	\$ 480.00M	\$ 360.00M
Canadian Exports \$	48.00M	\$ 32.00M	\$ 19.20M	\$ 14.00M
Canadian Share of Import Market	6.00%	5.00%	4.00%	4.00%

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 DATA	\$ 0.00 M
ii) MULTIPLEXERS	\$ 0.00 M
iii) EARTH STATION & MESH STAR	\$ 0.00 M
iv) PROTOCOL CONVERTERS	\$ 0.00 M
v) NETWORK MGMT SOFTWARE	\$ 0.00 M
vi) FIBRE OPTIC TESERS	\$ 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: SATELLITE DATA NETWORKS

Approximate Value: \$ 50 M

Financing Source:

For further info. please contact:

B. CASEY SYDNEY TLX:71 20600

ii) Project Name: TRANS TASMAN FIBRE OPTICS LINK

Approximate Value: \$ 3 M

Financing Source:

For further info. please contact:

B. CASEY SYDNEY TLX:71 20600

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.

iii) Project Name: AUSSAT SATELLITE
Approximate Value: \$ 600 M
Financing Source:
For further info. please contact:
B. CASEY SYDNEY TLX:71 20600

iv) Project Name: SARSAT
Approximate Value: \$.5 M
Financing Source:
For further info. please contact:
B. CASEY SYDNEY TLX:71 20600

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
- 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: DATA CAN EFT/POS 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: COMPILE REVIEW OF FORECASTED DEVELOPMENTS BY TELECOM AUSTRALIA AND OTC FOR DISTRIBUTION TO CANADIAN COMPANIES.

Results Expected: PROVIDE THE OPPORTUNITY FOR CDN COMPANIES TO BID ON TELECOM AUSTRALIA AND OTC PROJECTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

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

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 465.00M	\$ 400.00M	\$ 350.00M
Canadian Exports \$	20.00M	\$ 15.00M	\$ 13.00M	\$ 10.00M
Canadian Share of Import Market	4.00%	3.20%	3.20%	2.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 051 UNITED KINGDOM	015 %
iii) 609 EUROPEAN COMMON MARKET C	004 %
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 prospectsCurrent Total Imports
In Canadian \$

i) EFT/POS	\$ 3.00 M
ii) 4TH GENERATION LANGUAGE	\$ 8.00 M
iii) MINING SOFTWARE	\$ 1.00 M
iv) LAN	\$ 1.00 M
v) EDUCATION	\$ 1.00 M
vi) ARTIFICIAL INTELLIGENCE	\$ 1.00 M
vii) EXPERT SYSTEMS	\$ 0.50 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

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:

- 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:

- the adequacy of exporter information in Canadian Directories

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

Activity: FOLLOW UP TO PROPOSED EFT/POS DATA COMMUNICATIONS 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: ENCOURAGE MORE JOINT VENTURE ARRANGEMENTS BETWEEN CANADIAN AND AUSTRALIAN SOFTWARE HOUSES.

Results Expected: INCREASE CANADIAN CAPABILITY IN AUSTRALIAN AND COOPERATE WITH AUSTRALIA ON THIRD COUNTRY PROJECTS.

Export and Investment Promotion Planning System

87/88 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) \$	2667.00M	\$ 3556.00M	\$ 2898.00M	\$ 2136.00M
Canadian Exports \$	36.00M	\$ 49.00M	\$ 16.00M	\$ 9.00M
Canadian Share of Import Market	1.30%	1.40%	0.07%	0.04%

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) OFF HIGHWAY TRUCKS	\$ 38.00 M
ii) AUTO/TRUCK PARTS	\$ 8.00 M
iii) TRAILER PARTS	\$ 3.00 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.

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

Activity: POST HAS SENT REPORT ON TRUCK PARTS TO DRIEOTT AND IS IN THE PROCESS OF FOLLOWING UP.

Results Expected: INCREASE NUMBER OF TRUCK PART FIRMS ACTIVE IN AUSTRALIA.

Activity: POST IS UNDERTAKING A PRELIMINARY MARKET STUDY ON TRAILER PARTS FOR DISSEMINATION TO CDN MFGS.

Results Expected: ENSURE THAT ALL CDN TRAILER PART MFGS ARE REPRESENTED IN AUSTRALIA.

Export and Investment Promotion Planning System

87/88 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	\$ 370.20M	\$ 416.40M	\$ 427.30M
Canadian Exports \$	6.00M	\$ 1.82M	\$ 4.80M	\$ 3.20M
Canadian Share of Import Market	1.50%	0.50%	1.20%	0.76%

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: Market share declining

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 EQPT	\$ 0.00 M
iv) NAVIGATION EQUIPMENT	\$ 0.00 M
v) GROUND EQUIPMENT	\$ 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

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 TO NEWLY APPOINTED CL215 REPRESENTATIVE IN SERIES OF PROMOTIONAL FUNCTIONS IN POST TERRITORY.

Results Expected: TO ASSIST IN INITIAL MARKET PENETRATION FOR CL215.

Activity: PREPARATION IN CONCERT WITH LOCAL REPRESENTATIVE, FOR DEMONSTRATION TOUR OF CANADAIR CHALLENGER.

Results Expected: TO ASSIST IN MARKETING THE CHALLENGER IN AUSTRALIA.

Export and Investment Promotion Planning System

87/88 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) \$	350.00M	\$ 335.00M	\$ 275.00M	\$ 225.00M
Canadian Exports \$	15.00M	\$ 10.00M	\$ 6.00M	\$ 4.00M
Canadian Share of Import Market	4.00%	3.00%	2.00%	2.00%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	010 %
ii) 237 ITALY	010 %
iii) 265 JAPAN	010 %
iv) 507 SWEDEN	005 %
v) 577 UNITED STATES OF AMERICA	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) SAWMILL EQUIPMENT	\$ 0.00 M
ii) FOREST HARVESTING	\$ 0.00 M
iii) WOOD HANDLING EQUIPMENT	\$ 0.00 M
iv) CONTROL SYSTEMS	\$ 0.00 M
v) TREE PLANTING	\$ 0.00 M
vi) SPECIALISED PULP & PAPER EQPT/MACHINERY	\$ 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: MEDIUM DENSITY FIBERBOARD PLANT, OBERON
NSW

Approximate Value: \$ 120 M

Financing Source: 012 DOM

For further info. please contact:

L. STRYKER, 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: WOODCHIP MILL, PORT HUON TAS
Approximate Value: \$ 30 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
- 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

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

Activity: PERIODIC VISITS TO MILLS AND FORESTRY OPERATIONS; PREPARATION OF SITREPS AND STUDIES.

Results Expected: OBTAIN EARLY ADVICE ON MAJOR DEVELOPMENTS AND ALERT CANADIAN SUPPLIERS.

Activity: ATTEND MAJOR INDUSTRY CONFERENCES, EG: TASMANIAN LOGGING CONFERENCE MARCH '87.

Results Expected: BROADEN CONTACT RANGE AND SECTOR INTELLIGENCE FOR BENEFIT OF CANADIAN INDUSTRY.

Activity: ENCOURAGE PARTICIPATION BY CANADIAN FIRMS AT APPITA '87 IN SYDNEY, NSW.

Results Expected: INCREASE SALES IN PULP AND PAPER SECTOR.

Export and Investment Promotion Planning System

MISSION: 532 MELBOURNE

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: REVIEW MAJOR PLANNED PROJECTS AND MEET MANAGERS.

Results Expected: ENSURE CANADIAN SUPPLIERS AWARE OF PROJECTS/
CONTACTS.

Activity: DETERMINE OPPORTUNITIES FOR CONSULTANTS IN SAWMILL SECTOR, PARTICULARLY HARDWOOD SAW LOGS AND INFORM APPROPRIATE CDN CONSULTANTS.

Results Expected: INCREASE THE NUMBER OF CDN CONSULTANTS IN
AUS AND INFLUENCE PURCHASES OF CDN EQUIP.

Activity: ASSESS MARKET PROSPECTS FOR NEW HIGH TECH ACHIEVEMENTS IN LOG
HANDLING/CONVERSION.

Results Expected: CREATE NEW BUSINESS OPPORTUNITIES FOR
CANADIAN EXPORTERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 532 MELBOURNE

Market: 011 AUSTRALIA

Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV

Subsector: 123 PLASTICS PRODUCTS, EQUIP, SERVIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	80.00M	\$ 72.00M	\$ 47.00M	\$ 27.00M
Canadian Exports \$	2.00M	\$ 0.80M	\$ 0.60M	\$ 0.70M
Canadian Share of Import Market	2.50%	1.10%	1.28%	2.60%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	032 %
ii) 577 UNITED STATES OF AMERICA	018 %
iii) 265 JAPAN	012 %
iv) 237 ITALY	006 %
v) 026 AUSTRIA	005 %
vi) 512 SWITZERLAND	005 %

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

i) INJECTION MOULDERS	\$ 0.50 M
ii) ANCILLIARY EQUIPMENT	\$ 0.10 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 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
- 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
- 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: CONTACT CDN SUPPLIERS OF PLASTICS PROCESSING EQUIPMENT TO ENSURE THAT THEY ARE AWARE OF THE OPPORTUNITIES IN THE AUSTLN MARKET.

Results Expected: INCREASE NUMBER OF CDN FIRMS ACTIVE IN THIS SECTOR.

Export and Investment Promotion Planning System

87/88 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. & MEDICAL EQUIP, INSTRUM.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	520.00M	\$ 444.50M	\$ 358.40M	\$ 236.70M
Canadian Exports \$	5.00M	\$ 3.70M	\$ 4.70M	\$ 2.50M
Canadian Share of Import Market	0.96%	0.80%	1.30%	1.10%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 051 UNITED KINGDOM	000 %
iii) 128 GERMANY WEST	000 %
iv) 512 SWITZERLAND	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: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DIAGNOSTIC EQUIPMENT AND PRODS	\$ 0.00 M
ii) EXAMINATION EQUIPMENT	\$ 0.00 M
iii) CONSUMABLES	\$ 0.00 M
iv) MED. LAB EQUIPMENT	\$ 0.00 M
v) PORTABLE, EMERGENCY EQUIPMENT	\$ 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 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

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 ONTARIO MEDICAL PRODUCTS MISSION TO MONITOR SALES AND ENSURE ALL MISSION MEMBERS HAVE LOCATED BUSINESS PARTNER.

Results Expected: ENHANCE EFFECTIVENESS OF TRADE MISSION AND INCREASE SALE OF CDN PROD.

Activity: UNDER NTS/PTI PROGRAMME, UNDERTAKE STUDY IN INDUSTRIAL COOPERATION POTENTIAL IN THIS SECTOR.

Results Expected: INCOMING MISSION ACTIVITY AND NTS/PTI SPONSORED MARKET STUDY TO EXPLOIT FINDINGS OF STUDY.

Export and Investment Promotion Planning System

87/88 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 & MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4000.00M	\$ 3731.50M	\$ 2647.10M	\$ 2061.30M
Canadian Exports \$	36.00M	\$ 31.40M	\$ 29.10M	\$ 24.10M
Canadian Share of Import Market	0.90%	0.80%	1.10%	1.20%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 128 GERMANY WEST	000 %
iii) 051 UNITED KINGDOM	000 %
iv) 265 JAPAN	000 %
v) 112 FRANCE	000 %
vi) 512 SWITZERLAND	000 %

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) MATERIALS HANDLING EQPT	\$ 0.00 M
ii) INDUSTRIAL PROCESS EQPT	\$ 0.00 M
iii) TESTING AND MEASURING EQPT	\$ 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 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

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 missions
- use of Canadian Government export promotion activities
- use of provincial governments 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.

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 FOR AND EXECUTE NTS/PTI MARKET STUDY FOR MATERIALS HANDLING NOMINATED BY OTTAWA.

Results Expected: BETTER KNOWLEDGE OF MARKETPLACE.

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 GENETIC MATERIAL & BREEDING STOCK		1187
BUYER OF PROCESSED FOOD AND/OR FISH		1087
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
020 MISSION OUTGOING		
CANADIAN MISSION TO APPITA		0487
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING		
AIMEX	SYDNEY	0887
MINING EQUIPMENT SUPPLIERS MISSION TO AUSTRALIA		0987
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING		
BUYER TO NATIONAL PETROLEUM SHOW	EDMONTON	0687
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		
YORKE PENINSULA FIELD DAYS	PASKEVILLE	0989
WIMMERA FIELD DAYS	HORSHAM/VICTORIA	0389
024 MISSION INCOMING		
BUYER TO WESTERN CANADA FARM PROGRESS SHOW	REGINA	0688
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
020 MISSION OUTGOING		
MARINE EQUIPMENT MISSION		0488
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING		
COMMUNICATIONS EQUIPMENT MISSION		1188

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 532 MELBOURNE		
Sector: 006 ELECTRONICS EQUIP. & SERV		
020 MISSION OUTGOING PACEX	MELBOURNE	1088
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING TRANSPORTATION EQUIPMENT		0788
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
010 FAIRS FIME	MYRTLEFORD/VICTORIA	0489
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
020 MISSION OUTGOING NEW TECHNOLOGIES IN MINING		0389
024 MISSION INCOMING BUYER TO NATIONAL PETROLEUM SHOW	EDMONTON	0688
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING BIOTECHNOLOGY MISSION LABORATORY, HOSPITAL & MED. PRODS & EQPT.		0588 0688
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
020 MISSION OUTGOING MATERIALS HANDLING EQUIPMENT		0988
Sector: 999 MULTIPLE SECTORS		
010 FAIRS BICENTENNIAL INT'L TRADE FAIR	MELBOURNE	0788
020 MISSION OUTGOING MISSION TO AIEE TRADING HOUSE MISSION CONSUMER PRODUCTS	MELBOURNE	0888 89 89

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 533 SYDNEY

Country: 011 AUSTRALIA

AUSTRALIA WILL CONTINUE TO OFFER AN ATTRACTIVE MARKET FOR A BROAD RANGE OF CANADIAN GOODS & SERVICES. AUSTRALIANS HAVE A HIGH PROPENSITY TO CONSUME & A RELATIVELY MODEST INTERNAL CAPACITY TO SATISFY THIS. THE KINDS OF GOODS & SERVICES PRODUCED IN CANADA TEND TO FIND READY ACCEPTANCE IN AUSTRALIA & CANADIAN PRODUCTION COSTS ENCOURAGE THEIR SELECTION FROM AMONG COMPETING SUPPLIERS. THE PRESENT AUSTRALIAN GOVERNMENT HAS SOUGHT TO MAKE THREE SUBSTANTIAL CHANGES TO THE DOMESTIC POLITICAL/ECONOMIC ENVIRONMENT: TO ENCOURAGE LABOR STABILITY; TO REDUCE THE INCIDENCE OF GOVERNMENT REGULATION ON ENTERPRISES; AND TO REFORM THE TAX SYSTEM TO PROVIDE GREATER PERSONAL & ENTREPRENEURIAL INCENTIVE. IT HAS BEEN HIGHLY SUCCESSFUL ON THE FIRST, LESS SO ON THE SECOND AND 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 GOVERNMENT. 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 INT'L PRICES FOR AGRICULTURAL 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 VAGARIES OF THE INT'L ENVIRONMENT BETTER THAN MANY FACING SIMILAR PROBLEMS. CANADIAN COMMERCIAL EXPERIENCE IN AUSTRALIA IN THE COMING YEAR WILL BE ESSENTIALLY AN EXTRAPOLATION OF THE PRESENT. THERE WILL CONTINUE TO BE STRONG DEMAND FOR CANADIAN HIGH TECHNOLOGY PRODUCTS, PARTICULARLY THOSE RELATED TO COMPUTER APPLICATIONS, PROCESS CONTROL & COMMUNICATIONS. THERE WILL ALSO BE SUSTAINED DEMAND FOR A BROAD RANGE OF MANUFACTURED PRODUCTS AND SPECIALIZED SERVICES. POST SUPPORT TO CANADIAN COMMERCIAL ACTIVITIES WILL CONTINUE TO FOCUS ON THE PROVISION OF PROFESSIONAL CONSULTING ADVICE TO CANADIAN BUSINESS PERSONS. AUSTRALIA IS A NET IMPORTER OF CAPITAL AND TECHNOLOGY, BUT PARTICULAR ELEMENTS OF AUSTRALIAN ENTERPRISE WILL INVEST ABROAD. TO THESE, CANADA OFFERS CERTAIN ATTRACTIONS INCLUDING A RELATIVELY COMPREHENSIBLE ENVIRONMENT IN WHICH TO GAIN NORTH AMERICAN EXPERIENCE.

Export and Investment Promotion Planning System

REF: SYN-GEO 87/88 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. & INFORM. EQP. & SERV

REASONS: RAPID GROWTH IN DEMAND FOR INFORMATICS AND GENERAL APPLICABILITY OF CANADIAN PRODUCT TO LOCAL DEMAND.

2. 006 ELECTRONICS EQUIP. & SERV

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 AND 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. & INFORM. EQP. & SERV

2. 013 CONSUMER PRODUCTS

3. 001 AGRI & FOOD PRODUCTS & SERVICE

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	48.00M	\$ 42.00M	\$ 36.20M	\$ 31.00M
Canadian Exports \$	10.00M	\$ 6.30M	\$ 3.20M	\$ 3.00M
Canadian Share of Import Market	21.00%	15.00%	9.00%	10.00%

Major Competing Countries

Market Share

i) 370 NEW ZEALAND	060 %
ii) 051 UNITED KINGDOM	015 %
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

	In Canadian \$
i) BOVINE SEMEN	\$ 2.50 M
ii) BOVINE EMBRYOS	\$ 0.10 M
iii) LIVE HORSES	\$ 36.00 M
iv) BOVINE ANIMALS	\$ 2.70 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

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
- 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

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

Activity: CONTINUAL CONTACT WITH BREED SOCIETIES AND ARTIFICIAL INSEMINATION VETERINARIANS.

Results Expected: STRENGTHEN AND REINFORCE CDN REPUTATION AND MARKET DOMINANCE.

Activity: IDENTIFY POTENTIAL BUYERS OF EMBRYOS.

Results Expected: ESTABLISH WIDE RANGE OF CDN/AUSTRALIAN CONTACTS IN EMBRYO TRADE AS BASIS FOR ON-GOING SALES IN THIS NEW 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 ADDITIONAL VETERINARIANS SPECIALIZING IN ARTIFICIAL INSEMINATION EMBRYO TRANSPLANT.

Results Expected: INCREASED MARKET PENETRATION.

Activity: ESTABLISH A PROGRAM OF REGULAR MAILINGS OF INFORMATION AND RESULTS TO CONTACTS IN GENETIC MATERIAL TRADE.

Results Expected: INCREASED MARKET PENETRATION.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE -

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1400.00M	\$ 1250.00M	\$ 1168.00M	\$ 951.00M
Canadian Exports \$	42.00M	\$ 30.00M	\$ 21.00M	\$ 16.00M
Canadian Share of Import Market	3.00%	2.40%	1.80%	1.70%

Major Competing Countries

Market Share

i) 370 NEW ZEALAND	017 %
ii) 609 EUROPEAN COMMON MARKET C	017 %
iii) 577 UNITED STATES OF AMERICA	011 %
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) BISCUITS/CONFECTION	\$ 41.00 M
ii) PREPARED MEATS	\$ 10.00 M
iii) FROZEN VEGETABLES	\$ 14.00 M
iv) JAMS	\$ 5.00 M
v) CHEESES	\$ 33.00 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 moderate

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

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

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

Activity: IDENTIFY CANADIAN PRODUCTS WITH POTENTIAL AND ENCOURAGE CDN SUPPLIERS TO EXPLOIT OPPORTUNITIES.

Results Expected: INCREASED VOLUME OF OFFERS OF PRODUCT TO AUSTRALIAN IMPORTERS/DISTRIBUTORS.

Activity: INTENSIFIED LIAISON WITH AUSTRALIAN IMPORTERS OF PROCESSED FOOD PRODUCTS.

Results Expected: IDENTIFY TO CDN SUPPLIERS IMPORT REQUIREMENTS SUFFICIENT TO DOUBLE CDN EXPORTS OVER 2-3 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: PREPARE REPORT ON MAJOR IMPORTERS OF CONFECTIONERY.

Results Expected: EXPANDED BUYING CONNECTIONS AND LOCAL AGENCY ARRANGEMENTS.

Activity: PREPARE REPORT ON FINE FOOD SHOW AUG 87 AND SEND TO CDN EXPORTERS

Results Expected: EXPANDED PROMOTIONAL ACTIVITY BY CDN EXPORTERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	475.00M	\$ 440.00M	\$ 420.00M	\$ 211.00M
Canadian Exports \$	35.00M	\$ 28.00M	\$ 24.00M	\$ 21.00M
Canadian Share of Import Market	7.40%	6.40%	5.70%	10.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	041 %
ii) 128 GERMANY WEST	16 %
iii) 051 UNITED KINGDOM	7 %
iv) 237 ITALY	6 %
v) 265 JAPAN	5 %

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) TRACTORS	\$ 240.00 M
ii) COMBINES	\$ 95.00 M
iii) TILLAGE EQUIPMENT	\$ 22.00 M
iv) SPRAYERS	\$ 9.00 M
v) GRAIN HANDLING AND STORAGE EQUIPMENT	\$ 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: SEED HYDRATION EQPT AND SERVICES
Approximate Value: \$ 1. M
Financing Source: 012 DOM
For further info. please contact:
M. CASEY TLX: AA20600

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 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:

- 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
- 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: STUDY OPPORTUNITIES FOR JOINT VENTURES IN AGRIC EQPT AND ENCOURAGE VISITS BY CDN JOINT VENTURE PARTICIPANTS.

Results Expected: SECURE MARKET FOR ESTABLISHED COMPANIES AND INTRODUCE NEW CDN SUPPLIERS.

Activity: UPDATE/EXPAND LIST OF ACTUAL AND POTENTIAL AUSTRALIAN DISTRIBUTORS AND JOINT VENTURE PARTNERS.

Results Expected: INCREASE SALES AND SECURE CURRENT MARKETS.

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: COMPANY VISITS AND MAIL PROGRAM TO IDENTIFY MINIMUM 40 POTENTIAL DISTRIBUTORS/PARTNERS.

Results Expected: SECURE BASIS FOR NEW CDN MANUFACTURERS TO ENTER MARKET.

Activity: LIAISON THROUGH CONTACT/VISITS WITH CURRENT AGENTS.

Results Expected: IDENTIFY MOST SUITABLE CDN MANUFACTURERS TO EXHIBIT IN LOCAL AGRICULTURAL EQPT SHOWS.

Export and Investment Promotion Planning System

87/88 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 & 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	0.94%	1.00%	0.95%	1.00%

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 %
v) 128 GERMANY WEST	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) SATELLITE EGPT	\$ 40.00 M
ii) DATA COMMUNICATION EGPT	\$ 140.00 M
iii) VHF/UHF RADIO	\$ 30.00 M
iv) ELECTRONIC WARFARE SYSTEMS	\$ 0.00 M
v) ENCRYPTION SYSTEMS	\$ 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: SUBMARINE SUB SYSTEMS
Approximate Value: \$ 3000 M
Financing Source: 012 DDM
For further info. please contact:
B. CASEY, CDN CONSUL. GEN. SYDN. TLX: 206 CANGOV AA20600

ii) Project Name: SATELLITE SYSTEMS
Approximate Value: \$ 600 M
Financing Source: 012 DDM
For further info. please contact:
B. CASEY TLX: AA20600

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).

- 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 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
- 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

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 005 COMM. & INFORM. EQP. & 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) \$	800.00M	\$ 640.00M	\$ 480.00M	\$ 360.00M
Canadian Exports \$	48.00M	\$ 32.00M	\$ 19.20M	\$ 14.00M
Canadian Share of Import Market	6.00%	5.00%	4.00%	4.00%

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) X.25 DATA COMMUNICATIONS EQPT	\$ 30.00 M
ii) ELECTRONIC FUNDS TRANSFER/POINT OF SALE EQPT	\$ 30.00 M
iii) MULTIPLEXERS	\$ 50.00 M
iv) EARTH STATIONS-MESH STAR	\$ 40.00 M
v) PROTOCOL CONVERTERS	\$ 7.00 M
vi) NETWORK MGMT. SOFTWARE	\$ 20.00 M
vii) FIBRE OPTIC TESTERS	\$ 40.00 M
viii) CONSULTING	\$ 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: SATELLITE DATA NETWORKS

Approximate Value: \$ 50 M

Financing Source: 012 DOM

For further info. please contact:

B. CASEY, SYDNEY TLX: 20600 (CANGOVT AA 20600)

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: TRANSATLANTIC FIBRE
Approximate Value: \$ 3000 M
Financing Source: 012 DOM
For further info. please contact:
B. CASEY, SYDNEY TLX: 20600 (CANGOVN AA20600)
- iii) Project Name: AUSSAT SATELLITE
Approximate Value: \$ 600 M
Financing Source: 012 DOM
For further info. please contact:
B. CASEY, SYDNEY TLX: 20600 (CANGOVN AA20600)
- iv) Project Name: SARSAT
Approximate Value: \$ 5 M
Financing Source: 012 DOM
For further info. please contact:
B. CASEY, SYDNEY TLX: 20600 (CANGOVN AA20600)

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
- 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: MAINTAIN CLOSE LIAISON WITH CONTACTS ESTABLISHED DURING FEB 87 ELECTRONIC FUNDS TRANSFER POINT OF SALE MISSION.

Results Expected: SIX ADDITIONAL AGENCY/DISTRIBUTORS AGREEMENTS

Export and Investment Promotion Planning 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: PREPARATION OF FOUR NEW MARKET STUDIES IN INFORMATICS SECTOR.

Results Expected: STIMULATE 20 ADDITIONAL VISITS TO THE MARKET BY CANADIAN SUPPLIERS.

Activity: INITIATE CONTACT WITH AUSTRALIAN HIGH TECH INDUSTRY ASSOCIATIONS.

Results Expected: INCORPORATION OF CANADIAN PROMOTIONAL ACTIVITY INTO INDUSTRY ASSOCIATION EVENTS.

Activity: PUBLISH A SPECIAL "HIGH TECH" EDITION OF THE POST COMMERCIAL NEWS-LETTER.

Results Expected: 100 PRODUCT ENQUIRIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

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

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 465.00M	\$ 400.00M	\$ 350.00M
Canadian Exports \$	20.00M	\$ 15.00M	\$ 13.00M	\$ 10.00M
Canadian Share of Import Market	4.00%	3.20%	3.20%	2.80%

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) ELECTRONIC FUNDS TRANSFER/POINT OF SALE	\$ 30.00 M
ii) FOURTH GENERATION LANGUAGE	\$ 35.00 M
iii) MINING	\$ 10.00 M
iv) LOCAL AREA NETWORK	\$ 50.00 M
v) EDUCATION	\$ 40.00 M
vi) ARTIFICIAL INTELLIGENCE	\$ 10.00 M
vii) EXPERT SYSTEMS	\$ 5.00 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: 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:

- 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:

- 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

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

Activity: FOLLOW UP ON ELECTRONIC FUNDS TRANSFER/POINT OF SALE MISSION OF FEB 87.

Results Expected: SALES OF \$20 MILLION.

Activity: ARTICLES IN POST COMMERCIAL NEWSLETTER ON COMPUTER-RELATED PRODUCTS AND SERVICES.

Results Expected: 75 PRODUCTS ENQUIRIES.

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 PROGRAM TO NEW AUSTRALIAN CENTRES OF EXCELLENCE

Results Expected: JOINT VENTURES

Activity: POST TO PREPARE AND PUBLISH A MARKET STUDY ON OPPORTUNITIES IN THE AUSTRALIAN MARKET FOR COMPUTER RELATED PRODUCTS AND SERVICES.

Results Expected:

Activity: ORGANIZATION OF A SEMINAR ON SOFTWARE, POSSIBLY WITH PROVINCIAL GOVERNMENT FUNDING.

Results Expected: GREATER CANADA COMPANY VISIBILITY IN THE MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

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

Subsector: 057 ROBOTICS & ARTIFICIAL INTELL.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 300.00M	\$ 200.00M	\$ 0.00M NA
Canadian Exports \$	0.80M	\$ 0.50M	\$ 0.20M	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.17%	0.10%	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	040 %
ii) 577 UNITED STATES OF AMERICA	040 %
iii) 128 GERMANY WEST	008 %

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 \$	\$ 2.00 M
ii) ROBOTIC CONTROLLERS		\$ 30.00 M
iii) EXPERT SYSTEMS		\$ 5.00 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

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

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

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 TO CONDUCT A MARKET STUDY ON ROBOTICS/ARTIFICIAL INTELLIGENCE AND DISTRIBUTE TO POTENTIAL CANADIAN EXPORTERS.

Results Expected: TEN ARRANGEMENTS FOR LOCAL DISTRIBUTION OF CANADIAN PRODUCTS/SERVICES.

Activity: PUBLISH AN ARTICLE IN THE POST COMMERCIAL NEWSLETTER ON ROBOTICS AND ARTIFICIAL INTELLIGENCE.

Results Expected: 30 PRODUCT INQUIRIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 006 ELECTRONICS EQUIP. & 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) \$	350.00M	\$ 300.00M	\$ 250.00M	\$ 200.00M
Canadian Exports \$	7.00M	\$ 7.20M	\$ 6.70M	\$ 5.00M
Canadian Share of Import Market	2.15%	2.40%	2.68%	2.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	035 %
ii) 128 GERMANY WEST	023 %
iii) 265 JAPAN	012 %
iv) 434 TAIWAN	010 %
v) 616 OTHER COUNTRIES	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) UTILITY CONTROL SYSTEMS	\$ 1.00 M
ii) MINE CONTROL SYSTEMS	\$ 0.50 M
iii) PIPELINE MONITOR SYST.	\$ 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: ROXBY DOWNS(SOUTH AUSTRALIA)COPPER/
URANIUM MINE DEVELOPMENT

Approximate Value: \$ 762 M
Financing Source: 012 DOM
For further info. please contact:
G. ADAMS TLX: AA20600

ii) Project Name: PERTH/DAMPIER GAS PIPELINE(WESTERN AUSTRALIA)

Approximate Value: \$ 20 M
Financing Source: 012 DOM
For further info. please contact:
G. ADAMS TLX: AA20600

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 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:

- other factor(s) described by the Trade Office as follows:
NEED FOR GREATER RESEARCH INTO AUSTRALIAN INDUSTRIAL DEVELOPMENTS

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 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: STUDY OF PROCESS CONTROL EQUIPMENT REQUIREMENTS IN AUSTRALIAN MINES.

Results Expected: INFORM CANADIAN SUPPLIERS OF CURRENT MARKET SITUATION.

Export and Investment Promotion Planning System

87/88 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 & 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) \$	88.00M	\$ 88.00M	\$ 92.00M	\$ 86.00M
Canadian Exports \$	6.70M	\$ 6.70M	\$ 8.00M	\$ 7.20M
Canadian Share of Import Market	7.62%	7.62%	8.69%	8.37%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	035 %
ii) 128 GERMANY WEST	023 %
iii) 265 JAPAN	016 %
iv) 051 UNITED KINGDOM	014 %
v) 616 OTHER COUNTRIES	012 %

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) MINING EQUIPMENT CONTROL SYSTEMS	\$ 1.50 M
ii) HIGH ANGLE CONVEYOR SYSTEMS	\$ 1.00 M
iii) MINING SPARE PARTS AND CONSUMABLES	\$ 3.00 M
iv) MINE HOISTS (ALL ANGLE)	\$ 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: EXPANSION & UPGRADING OF SERIES OF GOLD MINES THROUGHOUT EASTERN GOLD FIELDS

Approximate Value: \$ 500 M

Financing Source: 012 DOM

For further info. please contact:

G. ADAMS TLX: AA20600

ii) Project Name: UPGRADE & EXPANSION OF HAMMERSLEY, GOLD-WORTHY, NEWMAN & OTHER IRON ORE PROJECTS

Approximate Value: \$ 500 M

Financing Source: 012 DOM

For further info. please contact:

G. ADAMS TLX: AA20600

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: BODDINGTON GOLD MINE
Approximate Value: \$ 100 M
Financing Source: 012 DOM
For further info. please contact:
G. ADAMS TLX: AA20600

iv) Project Name: HEAVY MINERALS PROJECT, NEW SOUTH WALES
Approximate Value: \$ 20 M
Financing Source: 012 DOM
For further info. please contact:
G. ADAMS TLX: AA20600

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:
LACK OF AWARENESS BY CANADIAN SUPPLIERS OF NEEDS OF AUSTRALIAN MINING INDUSTRY.

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:

- use of provincial governments 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: COMPLETE STUDY ON MINING INDUSTRY PURCHASING AND DISTRIBUTION SYSTEMS.

Results Expected: FOCUS FUTURE MARKETING ACTIVITY BY POST AND CDN EXPORTERS.

Activity: IDENTIFY CDN SUPPLIERS OF CONTROL EGPT FOR MINING.

Results Expected: PROVIDE EXPORTERS WITH SUMMARIES ON PROCESS CONTROL STUDIES ISSUED IN AUSTRALIAN MINING INDUSTRY.

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: VISIT GOLD MINE SITES IN QUEENSLAND.

Results Expected: INFORM CDN SUPPLIERS OF SPECIFIC EQPT NEEDS OF GOLD 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: VISIT NEWLY ANNOUNCED ILEMITE PLANT NEAR BRISBANE.

Results Expected: DETERMINE EQPT REQUIREMENTS.

Export and Investment Promotion Planning System

87/88 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) \$	5600.00M	\$ 5350.00M	\$ 5100.00M	\$ 4300.00M
Canadian Exports \$	38.00M	\$ 34.00M	\$ 44.00M	\$ 39.00M
Canadian Share of Import Market	0.68%	0.64%	0.85%	0.90%

Major Competing Countries

Market Share

i) 609 EUROPEAN COMMON MARKET C	023 %
ii) 577 UNITED STATES OF AMERICA	015 %
iii) 265 JAPAN	015 %
iv) 434 TAIWAN	011 %
v) 189 HONG KONG	010 %
vi) 370 NEW ZEALAND	006 %

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) FURNITURE	\$ 0.10 M
ii) TOYS AND GAMES	\$ 0.98 M
iii) FUR SKINS	\$ 3.00 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 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
- 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 HAVE NOT TAKEN ADVANTAGE OF EXCHANGE RATE CHANGE NOR STRIVEN TO IDENTIFY A MKT POSITION WITH PROD. THAT ARE COMPETITIVE OR UNIQUE. GOOD COMMUNICATION & COMMITMENT TO EXPORT-

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

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

Activity: ONGOING PROGRAM TO IDENTIFY IMPORTERS AND THEN DEMONSTRATE CANADA'S CAPACITY TO SUPPLY COMPETITIVE PRODUCTS.

Results Expected: INCREASE SOURCING ENQUIRIES FROM LOCAL IMPORTERS.

Activity: MONITOR NEW CANADIAN PRODUCT DESIGN AND MARKETING INVESTIGATE WILLINGNESS OF PRODUCER TO MARKET IN AUSTRALIA AND POTENTIAL FOR PRODUCT IN AUSTRALIA.

Results Expected: INTRODUCE UNIQUE PRODUCTS TO AUSTRALIAN MARKETPLACE.

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 MARKET POTENTIAL STUDIES ON JEWELLERY, TOYS & GIFTWARE, AND FURNITURE; CIRCULATE TO CDN COMPANIES.

Results Expected: INTEREST CDN COMPANIES IN AUSTRALIAN MARKET.

Export and Investment Promotion Planning System

87/88 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 PHARMCEUTICALS & BIOTECHNOLOGY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	100.00M	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	1.00M	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	1.00%	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

- i) 577 UNITED STATES OF AMERICA
- ii) 265 JAPAN

040 %
030 %

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) MICROBAL MINERAL LEACHING
- ii) BREWING/FERMENTATION
- iii) WASTE TREATMENT
- iv) BIOMASS ENERGY
- v) PLANT AGRICULTURE

In Canadian \$
\$ 5.00 M
\$ 2.00 M
\$ 2.00 M
\$ 2.00 M
\$ 2.00 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: 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
- 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: PROCURING MAJOR LOCAL STUDIES ON BIOTECHNOLOGY AND PROCEEDING WITH PREPARATION BY POST AND DISTRIBUTION OF MARKET STUDY.

Results Expected: DEFINITION OF BIOTECHNOLOGY MARKET POTENTIAL.

Activity: PARTICIPATION IN LOCAL BIOTECHNOLOGY ASSOCIATION AND CONFERENCES.

Results Expected: DEVELOPMENT OF APPROPRIATE CONTACTS.

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 BIOTECH MARKET

Results Expected: QUANTIFICATION OF MARKET

Activity: VISITS PROGRAM TO KEY COMPANIES.

Results Expected: IDENTIFICATION OF SPECIFIC AUSTRALIAN BIOTECHNOLOGY REQUIREMENTS AND JOINT VENTURE POSSIBILITIES.

Activity: DEVELOPMENT OF DATABASE OF BIOTECHNOLOGY CONTACTS.

Results Expected: PROMPT AND APPROPRIATE LINKAGE OF CANADIAN EXPORTERS TO AUSTRALIAN INDUSTRY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 011 AUSTRALIA

Sector: 017 SERVICE INDUSTRIES

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) \$	5500.00M	\$ 6000.00M	\$ 6000.00M	\$ 5000.00M
Canadian Exports \$	2.00M	\$ 1.50M	\$ 1.00M	\$ 0.80M
Canadian Share of Import Market	0.04%	0.03%	0.02%	0.02%

Major Competing Countries

Market Share

- | | |
|----------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 060 % |
| ii) 609 EUROPEAN COMMON MARKET C | 030 % |

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) WHOLESALE & RETAIL TRADE	\$ 5.00 M
ii) FINANCE, INSURANCE, REAL ESTATE & BUSINESS SERVICES	\$ 5.00 M
iii) TRANSPORT, STORAGE AND COMMUNICATION	\$ 3.00 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 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:

- 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: 533 SYDNEY

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.

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

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 UNDERTAKE A MARKET STUDY ON THE NATURE AND EXTENT OF THE SERVICES SECTOR IN AUSTRALIA.

Results Expected: IDENTIFICATION OF SPECIFIC SALES OPPORTUNITIES FOR CANADIAN SUPPLIERS.

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 533 SYDNEY

Country: 015 NEW GUINEA

PAPUA NEW GUINEA (PNG) OFFERS A SUBSTANTIAL AND GROWING MARKET FOR PARTICULAR AREAS OF CANADIAN MANUFACTURING AND CONSULTING EXPERTISE. A LARGE LAND AREA WITH AN IMPRESSIVE KNOWN RESOURCE BASE AND EXCELLENT PROSPECTS FOR THE DISCOVERY OF ADDITIONAL NATURAL WEALTH, THE ECONOMY HAS URGENT DEMANDS FOR INFRASTRUCTURAL IMPROVEMENT, EDUCATIONAL AND SOCIAL DEVELOPMENT, AND INVESTMENT IN MANUFACTURING AND RESOURCE EXPLOITATION. WHILE CANADIAN COMPANIES SUCH AS PLACER HAVE EXTENSIVE INTERESTS AND OPERATIONS IN PNG, AND SOME INDUSTRIAL AND OTHER EQUIPMENT FROM CANADA HAS FOUND ITS WAY THERE, THERE HAS BEEN NO SYSTEMATIC STUDY OF THE MARKET IT OFFERS TO CANADIANS. THIS, TOGETHER WITH DISTANCE AND A TRADITIONAL ECONOMIC RELATIONSHIP WITH AUSTRALIA, HAS SERVED TO LIMIT CANADIAN INTEREST IN EXPLOITING ITS POTENTIAL.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: THE COUNTRY REQUIRES EXTENSIVE CONSULTING ADVICE, BOTH TO DETERMINE ITS OWN DEVELOPMENTAL PRIORITIES AND TO ORGANIZE FOR THEIR SATISFACTION.

2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: DE HAVILLAND RECENTLY SOLD A DASH 8 TO TALAIR WITH GOOD PROSPECTS FOR THE SALE OF AN ADDITIONAL 4 AIRCRAFT.

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: GOVERNMENT PLANS SUBSTANTIAL EARLY IMPROVEMENT TO NATIONAL COMMUNICATIONS SYSTEM.

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

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

2. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

3. 005 COMM. & INFORM. EQP. & SERV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 016 NEW GUINEA

Sector: 005 COMM. & INFORM. EQP. & 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) \$	3.00M	\$ 3.00M	\$ 3.00M	\$ 3.00M
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	60 %
ii) 609 EUROPEAN COMMON MARKET C	20 %
iii) 011 AUSTRALIA	10 %

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) CENTRAL EXCHANGE SWITCHING	\$ 0.00 M
ii) 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: POCKET SWITCH NETWORK
Approximate Value: \$ 300 M
Financing Source: 012 DOM
For further info. please contact:
M. VUJNOVICH TLX: AA20600

ii) Project Name: MOBILE TELEPHONE SERVICE-SWITCH
Approximate Value: \$ 200 M
Financing Source: 012 DOM
For further info. please contact:
M. VUJNOVICH TLX: AA20600

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: NEW TELEX EXCHANGE IN PORT MORESBY

Approximate Value: \$ 500 M

Financing Source: 012 DQM

For further info. please contact:

M. VUJNOVICH TLX: AA20600

iv) Project Name: MANAGEMENT REVIEW OF PTC

Approximate Value: \$ 500 M

Financing Source: 012 DQM

For further info. please contact:

M. VUJNOVICH TLX: AA20600

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 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:

- Canada's position as one of the few major sources of international supply

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 533 SYDNEY

Market: 016 NEW GUINEA

Sector: 007 POWER & ENERGY EQUIP. & 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) \$	75.00M	\$ 37.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

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

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

3-5 \$M

Current status of Canadian exports:

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) GAS TURBINES	\$ 0.00 M
ii) CONSULTING	\$ 0.00 M
iii) TRANSMISSION EQPT.	\$ 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: 2 6MW GAS TURBINE FOR LAE
1 6MW GAS TURBINE FOR MT.HAGEN

Approximate Value: \$ 7 M

Financing Source: 006 ASDB

For further info. please contact:

M. VUJNOVICH, SYDNEY TLX: AA20600

- ii) Project Name: RAMU GOROKA TRANSMISSION LINE

Approximate Value: \$ 9 M

Financing Source: 012 DOM

For further info. please contact:

M. VUJNOVICH, SYDNEY TLX: AA20600

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: 006 ASDB
For further info. please contact:
M. VUJNOVICH, SYDNEY TLX: AA20600

iv) Project Name: LUWINI MINI HYDRO STATION

Approximate Value: \$ 9 M
Financing Source: 006 ASDB
For further info. please contact:
M. VUJNOVICH, SYDNEY TLX: AA20600

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

87/88 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) \$	12.00M	\$ 10.00M	\$ 10.00M	\$ 10.00M
Canadian Exports \$	9.00M	\$ 7.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	75.00%	70.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 047 BRAZIL	000 %
ii) 507 SWEDEN	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) AIRCRAFT	\$ 0.00 M
ii) AIRCRAFT ENGINES & PARTS	\$ 0.00 M
iii) AIRCRAFT ENGINE OVERALL	\$ 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:

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

PROBLEM OF POTENTIAL COMPETITION BY CUSTOMER WITH NATIONAL CARRIER.

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:

- 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 PNG CIVIL AVIATION OFFICIALS.

Results Expected: COLLECT INFORMATION ON CIVIL AVIATION PLANNERS FOR CANADIAN EXPORTERS.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 533 SYDNEY		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
YORKE PENINSULA FIELD	SOUTH AUSTRALIA	0887
AG GUIP '87	GUNNEDAH	0887
FARMFEST '87	TOOWOOMBA	0987
DOWERIN FIELD DAYS	WESTERN AUSTRALIA	0887
WIMMERA FIELD DAYS	HORSHAM, VICTORIA	0388
NEWDEGATE FIELD DAYS	WESTERN AUSTRALIA	0987
024 MISSION INCOMING		
PROCESSED FOOD/FISH BUYER	CANADA	87
BUYER TO FARM PROGRESS	REGINA	0687
BREEDING STOCK/GENETIC MATERIAL BUYER	CANADA	87
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING		
DEFENCE & CIVILIAN SECURITY EQUIP. SEMINAR	AUSTRALIA	1087
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS		
COMDEX	SYDNEY	0987
020 MISSION OUTGOING		
DATA COMMUNICATION/PROCESSING MISSION	AUSTRALIA	0987
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING		
SPECIALIZED AEROSPACE TECHN. & EQUIP. MISSION	AUSTRALIA	87
OCEAN INDUSTRIES MISSION	AUSTRALIA	0388
024 MISSION INCOMING		
RAILROAD EQUIPMENT & TECHNOLOGY MISSION		87
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
024 MISSION INCOMING		
FORESTRY EQUIPMENT BUYER	CANADA	87
INDUSTRIAL SYSTEMS/EQUIPMENT BUYER	CANADA	87
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING		
PROCESS CONTROL IN MINING MISSION	AUSTRALIA	1087

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 533 SYDNEY		
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING PACEX '87	SYDNEY	1087
Sector: 011 OIL & GAS EQUIPMENT, SERVICES PTA '87	PERTH	1187
024 MISSION INCOMING BUYER TO NATIONAL PETROLEUM SHOW	CALGARY	0687
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING HOSPITAL/MEDICAL/LABORATORY EQUIP. MISSION	AUSTRALIA	0587
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 533 SYDNEY		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS AG QUIP '89	GUNNEDAH	0889
FARMFEST '88	TOOWOOMBA	0988
AG QUIP '88	GUNNEDAH	0888
FARMFEST '89	TOOWOOMBA	0989
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING MARINE EQUIPMENT MISSION	SYDNEY	1188
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS COMMUNICATIONS EQUIPMENT SHOW	SYDNEY	0488
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS IVEECON '89	SYDNEY	0989

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 533 SYDNEY		
Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.		
020 MISSION OUTGOING TRADE PARTS MISSION	SYDNEY	1089
Sector: 009 FOREST PRODUCTS, EQUIP. SERVICES		
010 FAIRS FOREST INDUSTRIES FAIR MACHINERY EXHIBITION	SYDNEY	0489
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS GOLDFIELD MINING SHOW	SYDNEY	0688
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS PTA '89	PERTH	1189
Sector: 013 CONSUMER PRODUCTS		
020 MISSION OUTGOING FURNITURE SALES MISSION	SYDNEY	0589
Sector: 016 INDUSTRIAL MACHIN. PLANTS. SERV.		
020 MISSION OUTGOING TRADING HOUSE MISSION		0989

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 534 CANBERRA

Country: 011 AUSTRALIA

THE POST'S "TERRITORY" CONSTITUTES THE AUSTRALIAN FEDERAL GOVT & THE GEOGRAPHIC DOMAIN OF THE AUSTRALIAN CAPITAL TERRITORY (I. E. BASICALLY CANBERRA). AUSTRALIAN GOVT PURCHASING OVERSEAS HAS BEEN, AND WILL BE, SIGNIFICANTLY AFFECTED BY THE GOVT'S CONCERTED EFFORT TO REDUCE THE BUDGET DEFICIT TO \$3.5 BN FROM \$7.5 BN. ALSO, THE DEVALUATION OF THE AUSTRALIAN DOLLAR AGAINST MOST WESTERN CURRENCIES WILL INCREASE COMPETITION IN SECTORS WHERE THERE IS LOCAL PRODUCTION. HOWEVER, THE DEPT OF DEFENCE WHICH IS RESPONSIBLE FOR MOST OF THE POTENTIAL CONTRACTS OF INTEREST TO CDA ESCAPED THE BUDGET CUTS RELATIVELY UNSCATHED. AS WELL, PROJECTS OF INTEREST TO CDA IN OTHER DEPTS. HAVE YET TO BE SERIOUSLY AFFECTED ALTHOUGH SOME MAY BE DELAYED. GOVT DEPT'S ARE BEGINNING TO PROVIDE BETTER NOTIFICATION OF PROCUREMENT REQUIREMENTS & CANBERRA IS IMPROVING ITS ABILITY TO TRACK SUCH REQUIREMENTS. BOTH CIRCUMSTANCES WILL LEAD TO IMPROVED PROSPECTS FOR SALES OF EQPT & SRVCE TO THE AUSTRALIAN GOVT FROM CDA. ACCESS FOR CDN GOODS TO THE STILL HIGHLY PROTECTED AUSTRALIAN MKT, PARTICULARLY THE MAINTENANCE OF TARIFF PREFERENCES UNDER THE TERMS OF THE CDA/AUSTRALIA TRADE AGREEMENT, REMAINS A SIGNIFICANT CONCERN FOR SOME CDN COS. THE IND. ASSISTANCE COMMISSION HAS OVER THE YRS RECOMMENDED, & CONTINUES TO RECOMMEND, TO THE AUSTRALIAN GOVT., THE REDUCTION OR ELIMINATION OF CDN TARIFF PREFERENCES. WHILE DISCUSSION WITH THE AUSTRALIAN GOVT HAS IN MOST CASES BEEN SUCCESSFUL IN RETAINING IMPORT TARIFF PREFERENCES AT RISK, THIS HAS NOT BEEN SO IN ALL CASES. WE CAN EXPECT THE GRADUAL EROSION OF OUR PREFERENTIAL ACCESS TO THE AUSTRALIAN MKT TO CONTINUE. THE AUSTRALIAN EFFORTS IN HARMONIZING THEIR CUSTOMS TARIFF TO THE NEW INT'L CODE IS, OF COURSE, IMPINGING ON TARIFF ITEMS UNDER WHICH CDA ENJOYS PREFERENTIAL ENTRY. A CDN TEAM VISITED CANBERRA IN NOV. '86 TO ADDRESS PROPOSED CHANGES IN EACH COUNTRY'S TARIFF OF CONCERN TO THE OTHER. WHILE THE HARMONIZATION EXERCISE SHOULD HAVE A NEUTRAL NET EFFECT ON CDN TARIFF ACCESS, DETAILED MONITORING OF THE EXERCISE WILL BE REQUIRED TO ENSURE THAT THIS IS THE CASE. EARLY IN 1986 THE AUSTRALIAN GOVERNMENT INTRODUCED A NEW OFFSETS POLICY APPLICABLE TO ALL FEDERAL GOVERNMENT PURCHASES OF GOODS AND SERVICES FM OVERSEAS SOURCES EXCEEDING \$2.5 MILLION. THE NEW OFFSETS RULES ARE BEING RIGOROUSLY APPLIED. CDN COMPANIES WILL HAVE TO TAKE SERIOUS ACCOUNT OF THE OFFSET REQUIREMENTS IN DEVELOPING THEIR MARKETING STRATEGIES IN AUSTRALIA.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 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: MANY AUSTRALIAN REQUIREMENTS COMMON TO CDN REQUIREMENTS & SUPPLY CAPABILITY. AUSTRALIAN FORCES WOULD LIKE TO DIVERSIFY FROM TRADITIONAL U. S. & U. K. SUPPLY SOURCES. AUS'N NAVY IS PURCHASING NEW VESSELS.

2. 005 COMM. & INFORM. EGP. & SERV

REASONS: DEPT. OF AVIATION IS MODERNIZING & CENTRALIZING NATIONAL AIR-TRAFFIC CONTROL SERVICES IN 3 CENTRES. AUSTRALIAN GOVERNMENT IS IN PROCESS OF AUTOMATION OF OFFICE SYSTEM.

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. & INFORM. EGP. & SERV

Export and Investment Promotion Planning System

87/88 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) \$	1600.00M	\$ 1400.00M	\$ 1259.00M	\$ 1000.00M
Canadian Exports \$	15.00M	\$ 14.00M	\$ 12.00M	\$ 10.00M
Canadian Share of Import Market	0.94%	1.00%	0.95%	1.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	090 %
ii) 051 UNITED KINGDOM	006 %
iii) 507 SWEDEN	001 %
iv) 112 FRANCE	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) ROCKETS	\$ 0.00 M
ii) MARINE ENGINEERING EQUIPMENT & SERVICES	\$ 100.00 M
iii) EARTH SATELLITE STATION	\$ 0.00 M
iv) RACAN TACAN	\$ 0.00 M
v) NBC EQUIPMENT	\$ 20.00 M
vi) GLOBAL POSITIONING SYSTEMS	\$ 0.00 M
vii) EW EQUIPMENT	\$ 0.00 M
viii) AMMUNITION	\$ 5.00 M
ix) AIRBORN SEARCH RADAR	\$ 20.00 M
x) SONOBUDYS	\$ 1.50 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: LAV(MES 106)& WHEELED AFV (MES 112)
Approximate Value: \$ 300 M
Financing Source: 012 DOM
For further info. please contact:
M. HUGHES, CHC CANBERRA TLX: 71-62017

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: NEW SURFACE COMBATANT PROLRAM
Approximate Value: \$ 3500 M
Financing Source: 012 DDM
For further info. please contact:
B. BAKER CDN HIGH COMMISSION CANBERRA TLX: 71-62017
- iii) Project Name: FA-18 MAINTENANCE SOFTWARE
Approximate Value: \$ 200 M
Financing Source: 012 DDM
For further info. please contact:
R. BULLHORN, CDN HIGH COMM. , CANBERRA TLX: 71-62017
- iv) Project Name: ROCKETS
Approximate Value: \$ 60 M
Financing Source: 012 DDM
For further info. please contact:
B. BAKER, CDN HIGH COMMISSION CANBERRA TLX: 71-62017

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 COMPANIES NOT COLNIZANT OF AUSTRALIAN OFFSET 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

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

Activity: DEVELOP & ENCOURAGE CLOSER WORKING RELATIONSHIP BETWEEN CANADIAN AND AUSTRALIAN DEFENCE INDUSTRIES PARTICULARLY FOR MUNITIONS AND THE CANADIAN AND AUSTRALIAN SUBMARINE PROJECTS.

Results Expected: CO-PRODUCTION, TECHNOLOGY EXCHANGE & POSSIBLE CO-OPERATION IN THIRD COUNTRY MARKETS.

Activity: DETERMINE AUSTRALIAN ASSESSMENT OF CRV-7 ROCKETS, ESTABLISH POTENTIAL FOR CANADIAN EW AND C3 EQUIPMENT.

Results Expected: SIGNED CONTRACT FOR CRV-7 ROCKETS AND SALES OF EW AND C3 EQUIPMENT.

Activity: CONTINUE SUPPORT OF CPF INDUSTRY TEAM IN PARTICIPATION ON AUSTRALIAN NEW SUNFIRE COMBATANT PROGRAM.

Results Expected: CANADIAN TO SUCCESSFULLY WIN THE CONTRACT FOR SUPPORT SYSTEMS PORTION OF PROJECT.

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 CONNECTION BETWEEN CANADIAN AND AUSTRALIAN F-18 SYSTEM AND COMPONENT MANUFACTURERS.

Results Expected: PROSPECT OF CANADIAN SYSTEM/COMPONENT MANUFACTURERS SUPPLYING FOR AUSTRALIAN PLANES.

Activity: DETERMINE COMPUTABILITY OF CANADIAN & AUSTRALIAN DEVELOPMENTS IN TOWED AWAY SYSTEMS AND SIGNAL PROCESSING.

Results Expected: CANADIAN SUPPLIERS TO PARTICIPATE IN AUSTASS PROJECT.

Activity: ESTABLISH POTENTIAL FOR CANADIAN PARTICIPATION IN UPCOMING AUSTRALIAN DEFENCE DEPT. GLOBAL POSITIONING SYSTEMS REQUIREMENTS.

Results Expected: CANADIAN COMPANIES COULD ACHIVED MAJOR INVOLVEMENT AS AUSTRALIANS IN EARLY STAGES OF DEFINING REQ'TS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 534 CANBERRA

Market: 011 AUSTRALIA

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

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 465.00M	\$ 400.00M	\$ 350.00M
Canadian Exports \$	20.00M	\$ 15.00M	\$ 13.00M	\$ 10.00M
Canadian Share of Import Market	4.00%	3.20%	3.20%	2.80%

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) EFT/POS	\$ 3.00 M
ii) 4GL	\$ 8.00 M
iii) MINING	\$ 1.00 M
iv) LOCAL AREA NETWORK	\$ 1.00 M
v) EDUCATION	\$ 0.00 M
vi) ARTIFICIAL INTELLIGENCE	\$ 1.00 M
vii) EXPERT SYSTEMS	\$ 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: FDPS, NAIPS
Approximate Value: \$ 13.5 M
Financing Source: 012 DOM
For further info. please contact:
MARY B. HUGHES, CHC, CANBER, TLX: 71-62017

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: DOA UPGRADING
Approximate Value: \$ 350 M
Financing Source: 012 DOM
For further info. please contact:
- MARY B HUGHES. CHC, CANB TLX: 71-62017

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:

- 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

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

Activity: DEPT OF AVIATION (DOA) UPGRADING OF FLIGHT DATA PROCESSING SYSTEM (FDPS) AND NAT. AERNAUTICAL INFORMATION PROCESSING SYSTEMS (NAIPS) 5 CDN COMPANIES HAVE BID ON PROJ. WE WILL CONTINUE TO LIAISE WITH DOA & ASSIST THESE COMPANIES.

Results Expected: ONE CANADIAN COMPANY MAY BE SUCCESSFUL IN WINNING 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: ORGANIZE VISIT TO CANADA BY DOA OFFICIALS INVOLVED IN UPGRADE OF AIR TRAFIC CONTROL SYSTEMS.

Results Expected: HIGH INVOLVEMENT BY CANADIAN COMPANIES IN FUTURE TENDERS FOR UPGRADING.

Export and Investment Promotion Planning System

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		
NBC MISSION		1088
ELECTRONIC WARFARE MISSION		0588
Sector: 005 COMM. & INFORM. EGP. & SERV		
020 MISSION OUTGOING		
SPECIAL SOFTWARE SEMINAR FOCUSING ON GOVT RQURMTS		0289

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 535 PERTH

Country: 011 AUSTRALIA

THE TERRITORY COVERED BY PERTH IS THE STATE OF WESTERN AUSTRALIA, ITS MAIN ECONOMIC CHARACTERISTICS ARE:-COMPRISES ONE-THIRD OF THE AUSTRALIAN CONTINENT, -POPULATION OF 1.5M OF WHICH 1.0M LIVE IN THE PERTH METROPOLITAN AREA, -MINING, PETROLEUM AND AGRICULTURE ARE THE MAJOR PRODUCTIVE SECTORS OF THE ECONOMY, ALTHOUGH TOURISM, MARINE/FISHERIES AND TIMBER PROCESSING ARE OTHER ACTIVE AND GROWING SECTORS -WA IS ONE OF THE WORLD'S MOST HIGHLY MINERALISED PROVINCES WITH SIGNIFICANT PRODUCTION AND EXPORTS OF IRON ORE, ALUMINA, MINERAL SANDS, NICKEL, GOLD AND DIAMONDS. VALUE OF MINERAL PRODUCTION 85/86 CANADIAN \$4.5 BILLION, (ABOUT 22% OF AUSTRALIA'S TOTAL PRODUCTION). -WOODSIDE OFFSHORE PETROLEUM'S NORTH WEST SHELF PROJECT INVOLVING OFFSHORE GAS PRODUCTION AND AN LNG EXPORT PROJECT, AT A TOTAL COST OF CANADIAN \$10 BILLION IS AUSTRALIA'S BIGGEST EVER RESOURCE PROJECT. WHEN ONSTREAM IN 1989, LNG WILL BE WA'S MAJOR EXPORT EARNER. -AGRICULTURAL PRODUCTION IS 30% OF THE STATE'S ECONOMY. MAIN PRODUCTS ARE WHEAT (APPROX. 30% OF AUSTRALIAN CROP), WOOL, MEAT AND BARLEY. -MANUFACTURING IN WA FOCUSES ON PROCESSING OF PRIMARY PRODUCTS, SERVICING THE MINING, PETROLEUM AND AGRICULTURAL SECTORS AND THE BUILDING INDUSTRY. -PERTH IS NOT ONLY ISOLATED IN GLOBAL TERMS BUT IS ALSO DISTANT FROM THE EASTERN POPULATION CENTRES. EXPORTERS MUST IN SOME CASES BE PREPARED TO CONSIDER IT AS A MARKET SEPARATE FROM THE REST OF AUSTRALIA. A GOOD AGRICULTURAL OUTLOOK, A BOOM IN GOLD MINING, FURTHER DEVELOPMENT OF THE IRON ORE SECTOR AND SIGNIFICANT CONSTRUCTION AND TOURISM ACTIVITY SURROUNDING THE AMERICA'S CUP YACHTING SERIES HAS KEPT WA'S ECONOMY BUOYANT. ANNUAL ECONOMIC GROWTH HAS BEEN RUNNING AT ABOUT 5% OVER THE PAST 3 YEARS AND DESPITE SOME RECENT SLIPPAGE AND THE UNCERTAINTIES REGARDING THE "POST-CUP" PERIOD, THE ECONOMIC FORECAST OVER THE NEXT YEAR IS FAVOURABLE, AS ARE PROSPECTS FOR CANADIAN TRADE, INVESTMENT AND TECHNOLOGY TRANSFER INTERESTS. THE SIMILARITIES BETWEEN WA'S AND CANADA'S RESOURCE SECTORS OFFER GOOD OPPORTUNITIES FOR CANADIAN FIRMS.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: ASIA AND PACIFIC

Mission: 535 PERTH

Market: 011 AUSTRALIA

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

1. 010 MINE, METAL, MINERAL PROD & SRV

REASONS: GLOBALLY WA SUPPLIES 11% OF IRON ORE 20% OF ALUMINA 7.5% OF NICKEL 31% OF MINERAL SANDS & 2.5% OF SALT. /MAJOR PRODUCER OF GOLD&DIAMONDS. EXISTING MINES REGU. PROVIDE OPPORT. FOR CDN SUPPLIERS. NEW IRON ORE/GOLD PROJECTS

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: WEST. AUSTRALIA IS EXPECTING A GOOD CROP IN THE 86/87 HARVEST WHICH IS LIKELY TO GENERATE FURTHER OPPORT. FOR DIRECT SALES OF FARM EGPT. AND OPPORTUNITIES FOR MANUFACTURING UNDER LICENCE IN W. A.

3. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: DEV. OF WA'S PETRO RESSOURCES INCL. EXTENSION & UPGRADING OF DAMPIER/ PERTH GAS PIPELINE & CONSTR. OF GOODWYN OFFSHORE PLATFORM. EXCHANGE RATE FAVORS CDA VIS-A-VIS EUROPEAN & JPNESE SUPPLIERS.

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

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 011 OIL & GAS EQUIPMENT, SERVICES
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 001 AGRI & FOOD PRODUCTS & SERVICE

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 535 PERTH

Market: 011 AUSTRALIA

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	460.00M	\$ 440.00M	\$ 420.00M	\$ 211.00M
Canadian Exports \$	32.00M	\$ 28.00M	\$ 24.00M	\$ 21.00M
Canadian Share of Import Market	7.00%	7.00%	6.00%	10.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	041 %
ii) 128 GERMANY WEST	016 %
iii) 051 UNITED KINGDOM	007 %
iv) 237 ITALY	006 %
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

In Canadian \$

i) TRACTORS	\$ 240.00 M
ii) COMBINES	\$ 95.00 M
iii) TILLAGE EQUIPMENT	\$ 22.00 M
iv) SPRAYERS	\$ 9.00 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 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:

- No factors reported by mission

Export and Investment Promotion Planning System

MISSION: 535 PERTH

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
- 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: COMPLETE REVIEW WITH DEALERS AS TO POSSIBILITY OF ARRANGING FINANCING THROUGH EDC NOTE PURCHASE OR MDA

Results Expected: IMPROVED CANADIAN MARKET SHARE AND ENHANCED DEALER VIABILITY.

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 POTENTIAL FOR TECHNICAL EXCHANGES AND JOINT VENTURES TO COUNTER DECLINE IN MARKET SHARE DUE TO LOCAL COMPETITION.

Results Expected: BROADEN AND EXPAND MARKET PENETRATION.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 535 PERTH

Market: 011 AUSTRALIA

Sector: 010 MINE, METAL, MINERAL PROD & 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) \$	88.00M	\$ 88.00M	\$ 92.00M	\$ 86.00M
Canadian Exports \$	6.70M	\$ 6.70M	\$ 8.00M	\$ 7.20M
Canadian Share of Import Market	7.62%	7.62%	8.69%	8.37%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	035 %
ii) 128 GERMANY WEST	025 %
iii) 265 JAPAN	016 %
iv) 051 UNITED KINGDOM	014 %

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) MINING EQUIPMENT CONTROL SYSTEMS	\$ 1.50 M
ii) HIGH ANGLE CONVEYOR SYSTEMS	\$ 1.00 M
iii) MINING SPARE PARTS AND CONSUMABLES	\$ 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: EXPANSION & DEVELOPMENT OF SERIES OF GOLD MINES THROUGHOUT EASTERN GOLDFIELDS

Approximate Value: \$ 500 M

Financing Source: 013 NFR

For further info. please contact:

B. MACKAY EXTAFF OTT (613)995-8596

- ii) Project Name: DEVELOPMENT BY BHP OF NEW IRON ORE MINE AT YANDICOOGINA W. AUSTR.

Approximate Value: \$ 250 M

Financing Source: 013 NFR

For further info. please contact:

B. MACKAY EXTAFF OTT (613)995-8596

Export and Investment Promotion Planning System

MISSION: 535 PERTH

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: UPGRADE AND DEVELOPMENT OF EXISTING IRON ORE MINES.

Approximate Value: \$ 250 M

Financing Source: 013 NFR

For further info. please contact:

B. MACKAY EXTAFF OTT (613)995-8596

iv) Project Name: BODDINGTON GOLD MINE

Approximate Value: \$ 100 M

Financing Source: 013 NFR

For further info. please contact:

B. MACKAY EXTAFF OTT (613)995-8596

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

LACK OF AWARENESS BY CANADIAN SUPPLIERS OF NEEDS OF AUSTRALIAN MINING INDUSTRY.

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:

- use of provincial governments 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: COMPLETION OF STUDY AND MINING INDUSTRY PURCHASING AND DISTRIBUTION SYSTEMS.

Results Expected: NEW INFO THAT WILL SHAPE FUTURE MARKET DEVELOPMENT ACTIVITY.

Export and Investment Promotion Planning System

MISSION: 535 PERTH

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 ON PARTICIPATION IN GOLDFIELDS MINING EXPO 86.

Results Expected: 2 NEW 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: IN DEPTH SERIES OF CONTACTS AND VISITS TO MINES TO ESTABLISH CLOSER CONTACT WITH THE FOUR MAJOR IRON ORE MINES IN W.A.

Results Expected: INCREASE NUMBER OF CANADIAN SUPPLIERS TO IRON ORE MINES.

Activity: FOLLOW-UP WITH PURCHASERS AND SELLERS IDENTIFIED IN MARKET STUDY.

Results Expected: 10-15 NEW AGENCY ARRANGEMENTS AND UP TO \$ 1 MILL INCREMENTAL ANNUAL SALES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: ASIA AND PACIFIC

Mission: 535 PERTH

Market: 011 AUSTRALIA

Sector: 011 OIL & 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) \$	410.00M	\$ 400.00M	\$ 400.00M	\$ 380.00M
Canadian Exports \$	3.00M	\$ 3.00M	\$ 4.00M	\$ 4.00M
Canadian Share of Import Market	0.73%	0.75%	1.00%	1.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	043 %
ii) 011 AUSTRALIA	020 %
iii) 265 JAPAN	017 %
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 GAS FIELD 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: \$ 1.5 M
Financing Source: 012 DOM
For further info. please contact:
B. MACKAY EXTAFF OTT (613)995-8596

ii) Project Name: DEVELOPMENT OF WESMINCO OFFSHORE
OILFIELD - SOUTH PEPPER
Approximate Value: \$ 30 M
Financing Source: 012 DOM
For further info. please contact:
B. MACKAY EXTAFF OTT (613)995-8596

Export and Investment Promotion Planning System

MISSION: 535 PERTH

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: UPGRADING & EXTENSION OF DAMPIER-PERTH
NATURAL GAS PIPELINE IN 1987

Approximate Value: \$ 35 M

Financing Source: 012 DOM

For further info. please contact:

B. MACKAY EXTAFF OTT (613) 995-8596

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:

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

MAJOR PROJECT IN SECTOR IS NORTH WEST SHELF NATURAL GAS PROJECT COSTING CDN\$10 BILLION. DESPITE INFO PROVIDED TO CDN INDUSTRY BY POST VIRTUALLY NO CANADIAN COMPANIES REGISTERED IN THE BID LIST FOR 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 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: MAINTAIN CONTACT WITH THE WOODSIDE OFFSHORE PETROLEUM TEAM INVOLVED IN DETAILED DESIGN OF THE GOODWYN OFFSHORE PLATFORM.

Results Expected: HAVE APPROPRIATE CANADIAN COMPANIES REGISTERED ON THE BID LIST FOR THE PROJECT.

Export and Investment Promotion Planning System

MISSION: 535 PERTH

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: STUDY OF STATUS OF OIL & GAS EXPLORATION AND DEVELOPMENT IN AUSTRALIA AND POTENTIAL FOR CANADIAN EQUIPMENT AND SERVICES.

Results Expected: RESOURCE DOCUMENT TO IDENTIFY OPPORTUNITIES FOR SUPPLY OF EQUIPMENT AND SERVICES.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		

Mission: 535 PERTH

Sector: 010 MINE, METAL, MINERAL PROD & SRV

010 FAIRS GOLDFIELDS MINING EXPO '87	KALGOORLIE	1087
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Sector: 011 OIL & GAS EQUIPMENT, SERVICES

024 MISSION INCOMING INTER-CAN 1987 INCOMING BUYERS	EDMONTON	0687
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Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		

Mission: 535 PERTH

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

010 FAIRS DOWERIN MACHINERY FIELD DAYS	DOWERIN	0889
DOWERIN MACHINERY FIELD DAYS	DOWERIN	0888

024 MISSION INCOMING INCOMING BUYERS TO WESTERN CDA FARM PROGRESS SHOW	REGINA	0688
INCOMING BUYERS TO WEST. CDA FARM PROGRESS SHOW	REGINA	0689

Sector: 010 MINE, METAL, MINERAL PROD & SRV

010 FAIRS GOLDFIELDS MINING EXPO '89	KALGOORLIE	1089
GOLDFIELDS MINING EXPO 88	KALGOORLIE	1088

Sector: 011 OIL & GAS EQUIPMENT, SERVICES

010 FAIRS PTA '89	PERTH	1189
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020 MISSION OUTGOING OUTGOING PETROLEUM EQUIPMENT & SERVICES MISSION	PERTH	1189
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024 MISSION INCOMING INTER-CAN 1987 INCOMING BUYER/S	EDMONTON	0689
NATIONAL PETROLEUM SHOW -INCOMING BUYER/S	CALGARY	0688

**MARKETS FOR GOODS AND SERVICES FINANCED BY THE
ASIAN DEVELOPMENT BANK (AsDB)**

Services and Advice to Canadian Exporters Bidding
on AsDB-Funded Projects

The AsDB liaison officer (Ms. Ronnie McLellan) at the Canadian Embassy in Manila, assists Canadian exporters of goods and services pursuing AsDB-funded projects by: providing information on sector opportunities, marketing advice, interpreting Bank regulations and operating procedures, and making representation at the AsDB on behalf of Canadian companies. The Post maintains close contact with key AsDB officials in order to provide advance information and guidance to those Canadian companies pursuing AsDB work. The Canadian Embassy in Manila also maintains an information network with other Canadian Embassies in the Asian Pacific region to ensure coordination of such marketing efforts.

Current Opportunities:

The Asian Development Bank is one of the major sources of financing for the Asia Pacific region - it is topped only in importance in the area by the World Bank. AsDB projects generate substantial contract opportunities; its annual procurement totals \$2 billion. In 1985, of the total number of AsDB-funded contracts, 9% were for capital goods and civil works and 9% were for consulting services. More than 76% of the Bank's lending in 1985 went to the countries of Pakistan, Thailand, Indonesia and Bangladesh. Canada's share of this export market currently stands at .7%. The major competing countries are: Japan (28% of AsDB market share); the United States (8%); Korea (6%); Germany (5%), and the United Kingdom (4%).

The Canadian Embassy, Manila, has indicated the following sectors as having particular opportunity for Canadian exporters: consulting services; energy equipment; telecommunications, educational projects, and transportation.

The Embassy is currently following a number of AsDB-funded capital projects in sectors of interest to Canadian industry. The list that follows is indicative of this activity: Upgrading Bataan Refining Corporation (Philippines); North Madras Thermal Power Station (India), Well Program Tando Alam Oilfield (Pakistan), and Second Telecommunications Project (Thailand).

- 2 -

Current Opportunities (Con't)

For further information on AsDB-funded projects or assistance, contact:

Ms. Ronnie MacLellan,
Second Secretary (Commercial),
Canadian Embassy,
9th Floor, Allied Bank Centre,
6754 Ayala Avenue,
Makati, Metro Manila,
Philippines 3117
(Mailing Address:
P.O. Box 971, Makati Central Post Office,
Makati, Metro Manila,
Philippines 3117)

Telex: (Destination code 75) 63676
(63676 DOMCAN PN)

Tel: (632) 815-9536 to 41

OR

Miss Denise Jacques
Desk Officer - Philippines,
Asia Pacific South
Trade Development Division/PST,
Department of External Affairs,
125 Sussex Drive
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Tel: (613) 995-7680

Telex: 053-3745 EXTERNAL OTT