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MARKET INTELLIGENCE

FACSIMILE APPARATUS

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FOR MORE INFORMATION PLEASE CONTACT:

Market Intelligence Division
Services to Business Branch
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel.: (613) 954-4970

OR
Computers and Instrumentation Division
Information Technologies Industry Branch
Industry Development Directorate
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 954-3320

REFERENCE SOURCES

Industry, Science and Technology Canada
Statistics Canada, Tel.: (613) 951-9647
Revenue Canada, Tel.: (613) 954-7002
U.S. Department of Commerce,
Bureau of the Census, Tel.: (301) 763-7754

TARIFFS

Enquiries concerning **Canadian** tariffs should be directed to the nearest Customs and Excise office or to:

Tariff Programs
Revenue Canada
Customs and Excise
Ottawa, Ontario
K1A 0L5
Tel.: (613) 954-6993

Enquiries concerning tariffs and other government trade regulations in **foreign** countries should be directed to:

Info Export
External Affairs
Ottawa, Ontario
K1A 0G2
Tel.: (613) 993-6435 OR
1-800-267-8376

EXPLANATORY NOTES

Commodity Classification

Canadian Trade statistics are classified and published according to the International Convention on the Harmonized Commodity and Description Coding System (H.S.), as defined by the Canadian Customs Tariff and Statistical Nomenclature.

Valuation

Dollar values shown in this report are based on selling price F.O.B. plant, in Canadian dollars. This selling price represents the value paid by the importer, excluding all freight, packing and insurance costs when specified. All trade discounts, when applicable, are also deducted from the selling price.

Rounding

Figures may not add due to rounding.

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FACSIMILE APPARATUS

INTRODUCTION

This report is part of a continuing series designed to increase business awareness of the potential existing for production in Canada. It is important, however, to emphasize that this report does not attempt any assessment as to the feasibility of competing in a particular market.

This profile is based on data from several sources, including some which are not (readily) available publicly, for the following Harmonized System (H.S.), import commodity code:

CANADIAN IMPORTS

<u>Description and Commodity Code</u>	<u>Total Imports</u>		<u>Major Country of Export to Canada % of Total</u>	
	<u>1988</u>	<u>1989</u>	<u>1988</u>	<u>1989</u>
Facsimile apparatus 8517.82.10.00				
Quantity (No.)	*	166 658	-	Japan 92
Value (\$000)	163 117	149 563	Japan 95	Japan 92

* Quantity Not Available for 1988

FACSIMILE APPARATUS

CANADIAN IMPORTS BY MAJOR FOREIGN COUNTRY OF ORIGIN

<u>Foreign Country of Origin</u>	<u>1988</u>		<u>1989</u>	
	<u>Value (\$000)</u>	<u>Import Market Share (%)</u>	<u>Value (\$000)</u>	<u>Import Market Share (%)</u>
Japan	154 889	95	138 136	92
United States	7 703	5	5 855	4
Singapore	359	*	3 693	3
Hong Kong	144	*	265	*
Other	<u>22</u>	<u>*</u>	<u>1 614</u>	<u>1</u>
Total	163 117	100	149 563	100

* Less than 1 per cent

CANADIAN PRODUCTION

At the present time, facsimile apparatus are not manufactured in Canada.

FACSIMILE MACHINES

UNITED STATES' IMPORTS

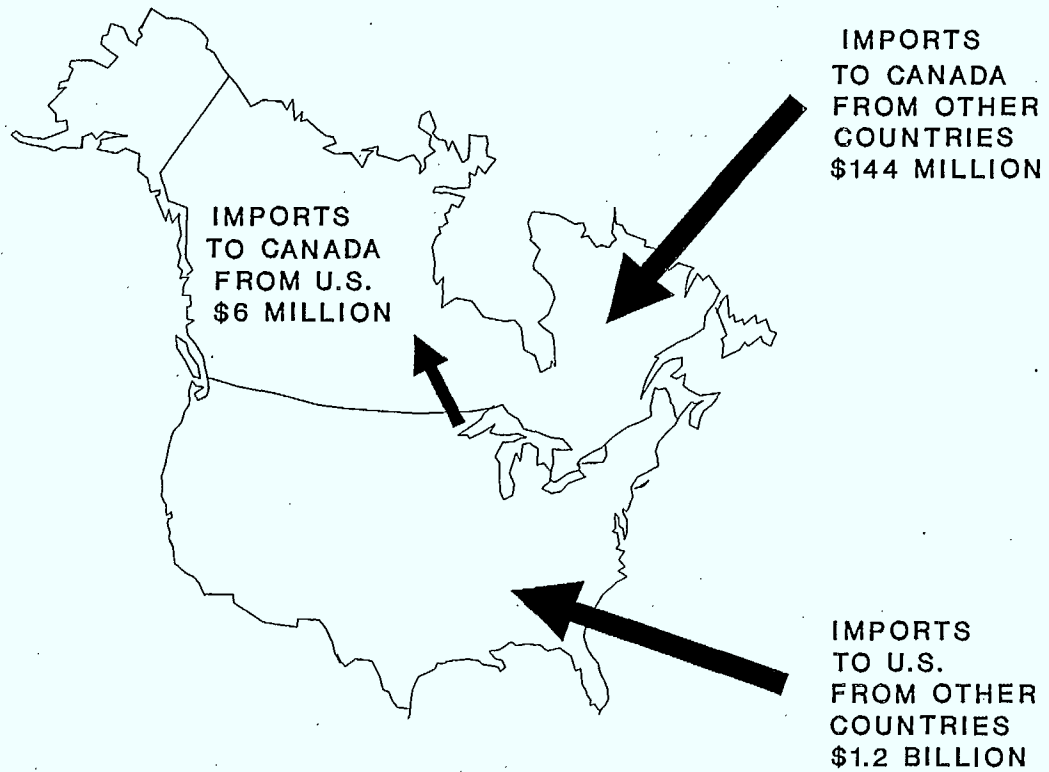
The United States Department of Commerce reports U.S. imports as follows:

U.S. IMPORTS JANUARY - DECEMBER 1989

<u>H.S. Product Code**</u>	<u>Description</u>	<u>Quantity (No.)</u>	<u>Value (\$000)</u>
8517.82.00.40	Facsimile apparatus	1 556 544	1 177 466

* Prior to 1989, commodity coding was based on the Tariff Schedule of the United States (TSUSA). Starting in January 1989, the Harmonized Commodity Description and Coding System (H.S.) was adopted by the United States. Commencing January 1990, Canada and the United States have been exchanging import data. The above discrepancy between what Canada reports as exports to the United States and what the United States reports as imports from Canada should no longer exist.

FACSIMILE APPARATUS NORTH AMERICAN IMPORTS 1989



Total North American Imports = \$1.3 Billion

* Excludes Canada - U.S. Bilateral Trade

FACSIMILE APPARATUS

MARKET SUMMARY

Facsimile machines are classified into four groups by the CCIT (International Telegraph Consultative Committee). The first three groups were defined in a standard set out in 1981. The bulk of machines sold are in group three. These devices work at one minute or less, use digital techniques and use redundancy reduction and bandwidth compression to enhance speed. Provisional standards for group 4 build on this base to include computer network compatibility. Groups one and two use AM and FM techniques.

There are 37 vendors selling 198 different models. The market is very competitive with additional features playing a key role to differentiate products. The market leader is Sharp with an 18 per cent share. Others are Murata with 13 per cent and Canon with 9 per cent.

There are a number of interesting developments in the market for facsimile machines and for support services.

The price of a base machine is now around \$1,000 leading to widespread use in small business and for personal tasks. The mode is a substitute for electronic mail, and is in wider use. With the definition of the group 3 standard, it became possible to perform most facsimile functions through software running on a computer. Peripheral boards for this function are approximately \$500, adding to the appeal of the technology.

Supporting services such as dedicated telephone lines and directories are now in place. Machines intended for public use and operated in a manner similar to a vending machine are now appearing.

FACSIMILE APPARATUS

CANADIAN IMPORTERS - 1988

Facsimile Apparatus (8517.82.10.00)

The principal six importers of facsimile apparatus accounted for 62 per cent of the total import value during 1988.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (\$000)	<u>Cumulative Per Cent of Total Value</u>
3	67 908	41
6	101 907	62
10	126 902	77
20	151 439	92
All Importers (326)	164 692	100

The 25 importers listed below in alphabetical order accounted for 94.5 per cent of the total import value during 1988.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Canon Canada Inc.	Mississauga, Ont.	Olivetti Canada Limited	Markham, Ont.
Fujitsu Canada Inc.	Mississauga, Ont.	Panafax Canada Inc.	Mississauga, Ont.
Harris / 3M Document Products Canada Inc.	London, Ont.	Panafax Corporation	Melville, N.Y., USA*
Hitachi (Canadian) Ltd.	Mississauga, Ont.	Pitney-Bowes of Canada Ltd.	Don Mills, Ont.
Hitachi Denshi Ltd.	Scarborough, Ont.	Radio Shack Division of Intertan Canada Ltd.	Barrie, Ont.
Interconnect Equipment Systems Ltd.	Markham, Ont.	Ricoh Corp. Canada Ltd.	Nepean, Ont.
Konica Business Machines Canada Ltd.	Pickering, Ont.	Sanyo Canada Inc.	Toronto, Ont.
Minolta Business Equipment (Canada) Ltd.	Scarborough, Ont.	Scotcomm Radio Inc.	St-Laurent, Qué.
Mitsubishi Electric Sales Canada Inc.	Markham, Ont.	Sharp Electronics of Canada Ltd.	Mississauga, Ont.
Nashua Canada Ltd.	Toronto, Ont.	Telautograph Corporation	Los Angeles, CA, USA*
Nec Canada Inc.	Mississauga, Ont.	Toshiba of Canada Limited	Willowdale, Ont.
Northern Telecom Ltd.	Islington, Ont.	William Simpson Telecom Brokers Inc.	Rexdale, Ont.
		Xerox Canada Inc.	North York, Ont.

* Non resident importer.

FACSIMILE APPARATUS
FOREIGN EXPORTERS TO CANADA
JANUARY - SEPTEMBER 1989

Facsimile Apparatus (H.S. 8517.82.10.00)

Major exporters to Canada of facsimile apparatus are in descending order of dollar value. These exporters accounted for 89 per cent of the total value of Canadian imports (\$108,863,000) during the period January to September 1989.

<u>Country</u>	<u>Exporter Name</u>	<u>Value of Exports to Canada Jan.-Sept. 1989 (\$000)</u>
Japan	Canon Inc.)	40 758*
	Sharp Corp.)	
	Ricoh Corp.)	
	Matsushita Electric Industry)	26 865*
	Fuji Xerox Co. Ltd.)	
	Toshiba Corp.)	
	Murata Business Systems)	15 349*
	C. Itoh Co. Ltd.)	
	N.E.C. Corp.)	
	OKI Electric Ind. Co. Ltd.)	8 637*
	Brother Int'l. Corp.)	
	Panafax Corp.)	
	Sanyo Electric Trading Co.)	7 284*
	Telautograph Corp.)	
Minolta Camera Co.)		
A & A Japan Ltd.)	5 414*	
Konica Business Machines Corp.)		
Funai Electric Co. Ltd.)		
Mitsubishi Electric Corp.)		

* Aggregated to preserve confidentiality of Canadian importers

FACSIMILE APPARATUS
FOREIGN EXPORTERS TO CANADA (Cont'd)
JANUARY - SEPTEMBER 1989

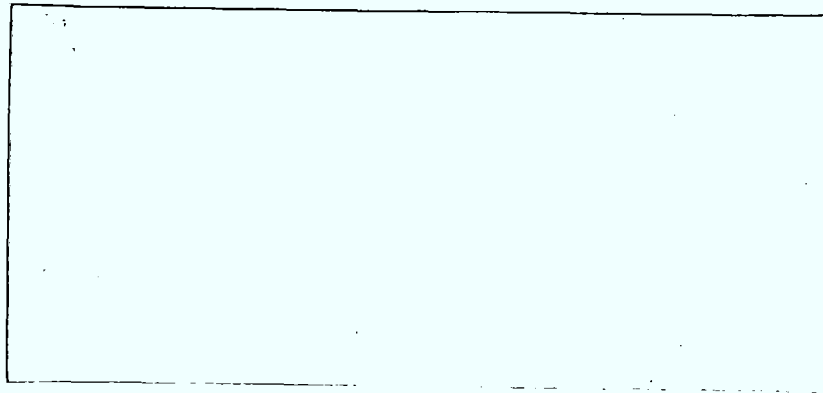
Facsimile apparatus (8517.82.10.00)

<u>Country</u>	<u>Exporter Name</u>	<u>Value of Exports to Canada Jan.-Sept. 1989 (\$000)</u>
Singapore	Asia Matsushita Electronics) Panasonic) Panafax)	3 024*
United States	Pitney-Bowes Inc.) Murata Business Systems) Mitek Systems Inc.) Telautograph Corp.)	1 532*

* Aggregated to preserve confidentiality of Canadian importers

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