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MARKET INTELLIGENCE

**PRIMARY CELLS AND
PRIMARY BATTERIES
TYPE NOT KNOWN**

Pub. No.: 90066-IP

January 1991



Canada



ID. 90-0471

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Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario
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Tel.: (613) 954-6479
Fax.: (613) 954-1894

REFERENCE SOURCES

Industry, Science and Technology Canada
Statistics Canada, Tel.: (613) 951-9647
Revenue Canada, Tel.: (613) 954-7006
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) 954-7006
Fax.: (613) 954-2509

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
Fax.: (613) 996-9709

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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PRIMARY CELLS AND PRIMARY BATTERIES TYPE NOT KNOWN

I. INTRODUCTION AND SCOPE

This is one of a continuing series of market intelligence reports on specific products and is designed to increase 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.

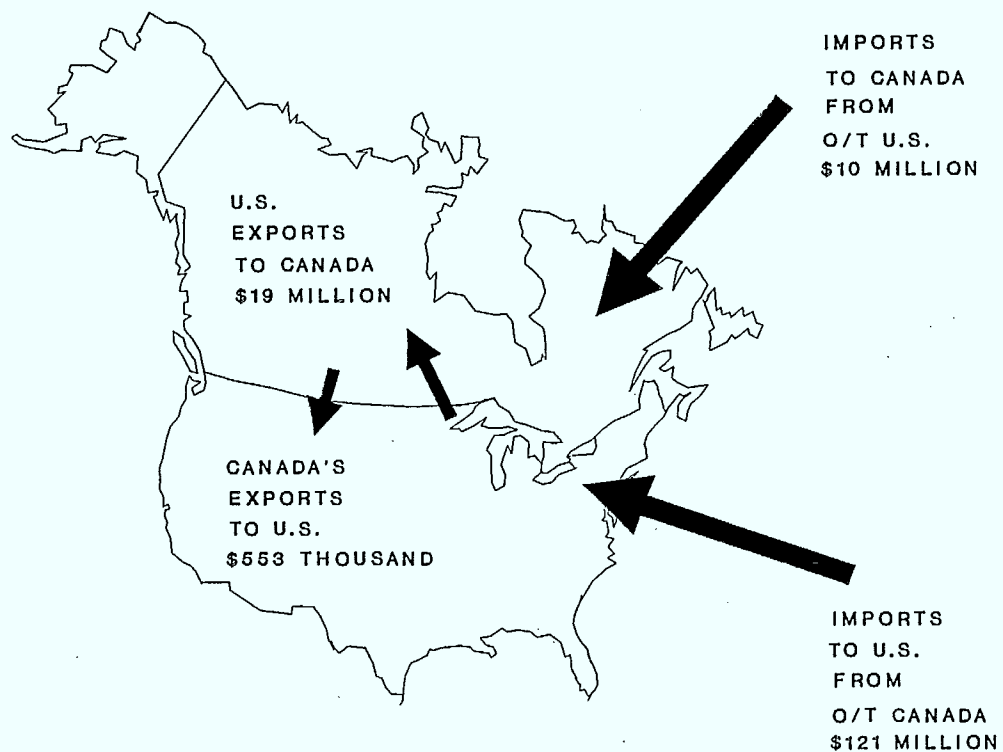
This profile is based on data from several sources (including some which are not generally available). The following is a list of all Harmonized System (H.S.) import commodity codes dealing with primary cells, primary batteries and electric accumulators. This report deals only with primary cells and primary batteries, type not known (H.S. 8506.19.00.00). Other related reports are also listed.

<u>Description</u>	<u>H.S. Code Analyzed in this Report</u>	<u>Related Reports Pub. No.</u>
Primary Cells and Primary Batteries		
-Of an external volume not exceeding 300 cm ³ :		
--Manganese Dioxide		90068-IP
--Mercuric Oxide		N/A
--Silver Oxide		N/A
--Other, type not known	8506.19.00.00	
-Of an external volume not exceeding 300 cm ³ :		
-Parts		90067-IP
--Metal Caps		90067-IP
--Other		90067-IP
Electric Accumulators, including separators therefor, whether or not rectangular (including square)		
-Lead-Acid, of a kind used for starting piston engines		90071-IP
-Other Lead-Acid Accumulators		90075-IP
-Nickel-Cadmium		90063-IP
-Nickel-Iron		N/A
-Other, type not known		90069-IP
-Parts		N/A

Total Imports in 1989 for all of the above products were valued at \$244.3 million. Import of primary cells and primary batteries, type not known included in this report amounted to \$29 million or 12 per cent of the total.

**PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN
(H.S. 8506.19.00.00)**

II. NORTH AMERICA IMPORTS - 1989



North America Imports - \$131 Million*

* Excludes Mexico, and Canada - U.S. bilateral trade

**PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN
(H.S. 8506.19.00.00)**

III. SUMMARY OF CANADIAN IMPORTS

1988		1989		1990 Jan.-June		Major Country % of Total Value		1990 Jan.-June
<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>1988</u>	<u>1989</u>	
25 665	35 010	20 034	29 152	6 050	12 780	U.S.A. 68	U.S.A. 66	U.S.A. 58

**1989 CANADIAN IMPORTS
BY PROVINCE OF CUSTOMS CLEARANCE**

	<u>Nfld.</u>	<u>N.S.</u>	<u>N.B.</u>	<u>Qué.</u>	<u>Ont.</u>	<u>Man.</u>	<u>Sask.</u>	<u>Alta.</u>	<u>B.C.</u>	<u>All Provinces</u> ⁽¹⁾
Quantity (000)	9	5	8	1 168	18 267	74	10	156	336	20 034
Value (\$000)	41	20	45	3 090	23 636	262	25	626	1 403	29 152

⁽¹⁾ Includes Yukon and Northwest Territories

PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN
(H.S. 8506.19.00.00)

IV. CANADIAN IMPORTS BY MAJOR COUNTRY OF ORIGIN

<u>Country of Origin</u> ⁽¹⁾	1988		1989		1990 Jan.-June	
	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)
United States	18 189	23 928	13 020	19 208	3 143	7 460
Japan	2 796	4 439	3 200	4 390	1 285	2 065
Mexico	1 509	2 747	469	1 356	269	670
Germany, Fed. Rep. of	177	306	250	663	175	492
Korea, Rep. of	857	1 100	296	600	222	319
Hong Kong	186	371	399	569	147	289
Taiwan	668	819	217	463	155	235
China, People Rep. of	-	-	281	416	162	166
United Kingdom	204	295	67	312	32	238
Indonesia	-	-	992	156	-	-
Thailand	685	329	-	-	-	-
France	138	182	-	-	-	-
Israel	-	-	-	-	44	161
Other	<u>256</u>	<u>494</u>	<u>843</u>	<u>1 019</u>	<u>416</u>	<u>685</u>
TOTAL	25 665	35 010	20 034	29 152	6 050	12 780

(1) Countries are in descending order based on value for 1989.

V. CANADIAN PRODUCTION

Statistics Canada does not provide specific data on production or shipments by Canadian manufacturers of primary cells and primary batteries, type not known.

PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN
(H.S. 8506.19.00.00)

VI. CANADIAN EXPORTS - 1989

<u>Country</u>	<u>Quantity</u> (000)	<u>Value</u> (\$000)
United States	249	553
Japan	245	460
Spain	*	25
France	5	16
Other ⁽¹⁾	<u>16</u>	<u>54</u>
Total	515	1 108

* Less than one thousand

⁽¹⁾ Includes: Netherlands, St. Pierre-Miquelon, Oman, Sweden, United Arab Emirates, Australia, Venezuela, Haiti and Bermuda.

PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN
(H.S. 8506.19.00.00)

VII. CANADIAN IMPORTERS - 1989

The principal 15 importers of primary cells and primary batteries, type not known accounted for 60 per cent of the total import value during 1989.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (\$000)	<u>Cumulative % of Total Value</u>
5	13 497	46
10	16 045	55
15	17 446	60
20	18 489	63
25	19 381	66
All Importers (987)	29 152	100

The principal 25 importers are listed below in alphabetical order. The importer is not necessarily the end-user of the product. Note: this list excludes individuals.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Advanced Battery Systems Inc.	Mississauga, Ont.	Medtronic of Canada Ltd.	Mississauga, Ont.
ASA Leasing Co. Ltd.	Don Mills, Ont.	Northern Telecom Canada Limited	Islington, Ont.
Aviall (Canada) Ltd.	Dallas, Texas, U.S.A.*	Northern Telecom Ltd.	Islington, Ont.
Beltone Electronics of Canada Ltd.	Concord, Ont.	Optex Corporation	Don Mills, Ont.
Canada Commercial Battery Ltd.	Mississauga, Ont.	Pentax Canada Inc.	Vancouver, B.C.
Canadian General Electric Co. Ltd.	Toronto, Ont.	Power Battery (Iberville) Ltée.	Iberville, Qué.
Continent - Wide Enterprises Ltd.	Toronto, Ont.	Produits de sécurité A B C Inc.	St Laurent, Qué.
Duracell Inc.	Mississauga, Ont.	R P Eveready Inc.	Mississauga, Ont.
Hermes Electronics Ltd.	Dartmouth, N.S.	Radio Shack Division of Intertan Canada Ltd.	Barrie, Ont.
I B M Canada Ltd.	Markham, Ont.	Ray-O-Vac Canada Inc.	Mississauga, Ont.
Investissements Lebeuf et Paquette Inc. (Les)	St. Hubert, Qué.	Saft Batteries Ltée.	Scarborough, Ont.
Matsushita Electric of Canada Limited	Mississauga, Ont.	Societe Distribution Alertech Inc.	St Laurent, Qué.
		Uniden Canada Inc.	Pointe Claire, Qué.

* Non resident importer

PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN
(H.S. 8506.19.00.00)

VIII. FOREIGN EXPORTERS TO CANADA - 1989

Major exporters to Canada of primary cells and primary batteries, type not known are listed by major country of origin in descending order of dollar value. These exporters accounted for 72 per cent of the total value of Canadian imports during 1989.

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>	<u>Value of Exports to Canada 1989 (\$000)</u>
United States	Duracell Inc.)	10 436*
	Eveready Battery Co.)	
	Rayovac Corp.)	
	Power Battery Co. Inc.)	1 446*
	National Power Corp.)	
	Crown Battery Mfg. Co.)	
	Exide Corp.)	890*
	Gates Energy Products Inc.)	
	Medtronics Inc.)	
	J and J Packaging)	658*
	Alexander Batteries Co.)	
	Aviall Battery Inc.)	
	Belton Electronics Corp.)	578*
	Saft America Inc.)	
	Electrochem Industries)	

* Aggregated to preserve confidentiality of Canadian importers.

PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN
(H.S. 8506.19.00.00)

VIII. FOREIGN EXPORTERS TO CANADA - 1989 (Cont'd)

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>	<u>Value of Exports to Canada 1989 (\$000)</u>
United States (Cont'd)	Starkey Labs)	
	Sonnescchein Batteries Inc.)	
	Eastman Kodak Co.)	628*
	Johnson Controls Inc.)	
	Sparton Electronics)	
	IBM Co.)	415*
	General Electric Co.)	
	Tauber Electric)	
	Brentronics Inc.)	
	Power Sonic Corp.)	471*
	Honeywell Inc.)	
Japan	Matsushita Electric Ltd.)	
	A and A Japan Ltd.)	2 072*
	Hitachi Maxell Ltd.)	
	Asahi Optical Co. Ltd.)	
	J and J Packaging)	692*
	Ricoh Co. Ltd.)	
	Kyocera Corp.)	
	Yuasa Battery)	
	Telecom Ltd.)	618*
	Wagon Photo Sales Inc.)	
	Duracell Inc.)	

* Aggregated to preserve confidentiality of Canadian importers.

PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN
(H.S. 8506.19.00.00)

VIII. FOREIGN EXPORTERS TO CANADA - 1989 (Cont'd)

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>		Value of Exports to Canada
			<u>1989</u> (\$000)
Mexico	Gates Energy Products Inc.)	697*
	Acumulafores Del Noroeste)	
	Multi-Promo S.A. D2 C.V.)	298*
	Dynacharge)	
	Altus Corp.)	
Germany, Fed. Rep. of	Accumulatorenfabrik)	572*
	Varta Batteries Inc.)	
	Sonnenschein G.M.B.H.)	
Korea, Rep. of	Korea Controls, Inc.)	385*
	Rocket Electric Co.)	
	Kyungwon Battery)	
	Tradepower Holding Ltd.)	
TOTAL			20 856

* Aggregated to preserve confidentiality of Canadian importers.

PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN
(H.S. 8506.19.00.00)

IX. CANADIAN SUPPLIERS

The following lists are taken from two sources: a) the Business Opportunities Sourcing System (BOSS), a computerized data bank established by the Federal Department of Industry, Science and Technology Canada; and, b) the Canadian Trade Index, published by the Canadian Manufacturers' Association (CMA). To be included in these lists a firm must have registered itself as a supplier of the products in question in BOSS and/or the Canadian Trade Index. In both cases, information on Canadian products supplied is as given by the companies.

BOSS

Canadian companies are arranged in alphabetical order.

Batteries, Dry Cell, N.E.S.

<u>Name</u>	<u>Address</u>
Battery Depot Inc.	Mississauga, Ont.
Battery Electric Mfg. & Service Ltd.	Edmonton, Alta.
Cad-Can Battery Corp.	Toronto, Ont.
*Duracell Canada Inc.	Mississauga, Ont.
E.C. Battery Corp.	Brampton, Ont.
*Eveready Div. Ralston Purina Cda. Inc.	Mississauga, Ont.
Innovative Power Pak Ltd.	Brampton, Ont.
*Moli Energy Ltd.	Burnaby, B.C.
Nica Power Battery Corp.	Mississauga, Ont.

* Company engaged in export trade

N.E.S. - Not elsewhere specified

Any enquiries and/or comments regarding the BOSS list should be directed to:

Business Opportunities Sourcing System
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario K1A 0H5
Tel.: (613) 954-5031
Telex: 053-4123
Fax: (613) 954-1894

PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN
(H.S. 8506.19.00.00)

IX. CANADIAN SUPPLIERS (Cont'd)

CANADIAN TRADE INDEX

Canadian companies are arranged in alphabetical order.

Batteries, Dry, General Purpose, Transitor and Alkaline

<u>Name</u>	<u>Address</u>
*Duracell Canada Inc.	Mississauga, Ont.
*Eveready Canada Inc.	Mississauga, Ont.

* Company engaged in export trade

Any enquiries and/or comments regarding the Canadian Trade Index list should be directed to:

The Canadian Manufacturers' Association
One Yonge Street
Toronto, Ontario M5E 1J9
Tel.: (416) 363-7261
Telex: 065-24693
Fax: (416) 363-3779

**PRIMARY CELLS AND PRIMARY BATTERIES
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X. CANADIAN AND FOREIGN TARIFFS

Primary cells and primary batteries, type not known included in this report are dutiable under the following Canadian tariff item.

<u>Tariff Item</u>	<u>Description of Goods</u>	<u>Tariff Treatment</u>		
		<u>Most Favoured Nation Tariff</u>	<u>General Preferential Tariff</u>	<u>United States Tariff</u>
	Primary Cells and primary batteries of an external volume not exceeding 300 cm ³ .			
8506.19.00	Other, type not known	10.8%	7%	8.6%
	On and after January 1, 1991			7.5%

Enquiries concerning tariffs should be directed to the nearest Customs and Excise office or to Revenue Canada, as listed on page two of this report.

FOREIGN COUNTRIES

Enquiries concerning tariffs and other government trade regulations in foreign countries should be directed to External Affairs, as listed on page two of this report.

**PRIMARY CELLS AND PRIMARY BATTERIES
TYPE NOT KNOWN**

(H.S. 8506.19.00.00)

XI. UNITED STATES IMPORTS - 1989

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

<u>H.S. Product Code</u>	<u>Description</u>	<u>Quantity (000)</u>		<u>Value (\$000)⁽¹⁾</u>	
		<u>Total</u>	<u>Canada</u>	<u>Total</u>	<u>Canada</u>
8506.19.00.00	Primary batteries having an external volume not exceeding 300 cm ³ Type not known	265 391	249	121 724	553

⁽¹⁾ A conversion factor of 1.1842 was used to convert 1989 U.S. imports value to Canadian dollar.

