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Canadian Market Opportunities— Import Profile



Government
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Regional Industrial
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Gouvernement
du Canada

Expansion industrielle
régionale

Canada

PRINTERS FOR COMPUTERS

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FOR MORE INFORMATION PLEASE CONTACT:

Market Information and Analysis Division
Market Development Branch
Department of Regional Industrial Expansion
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 992-4446

OR

The nearest DRIE Regional Office.
These offices are listed on page 8
of this publication.

REFERENCE SOURCES

Department of Regional Industrial Expansion
Statistics Canada
Revenue Canada
Supply and Services Canada

EXPLANATORY NOTES

Valuation

Imports are generally recorded at the values established for customs duty purposes according to the provisions of the Customs Act. Customs values are identical to selling prices for most transactions between non-affiliated firms, but customs values exceed selling prices for many transactions between affiliated firms. All values are reported in Canadian dollars and do not include duty.

Average Growth Rate

Growth rates are calculated on the basis of annual compounding.

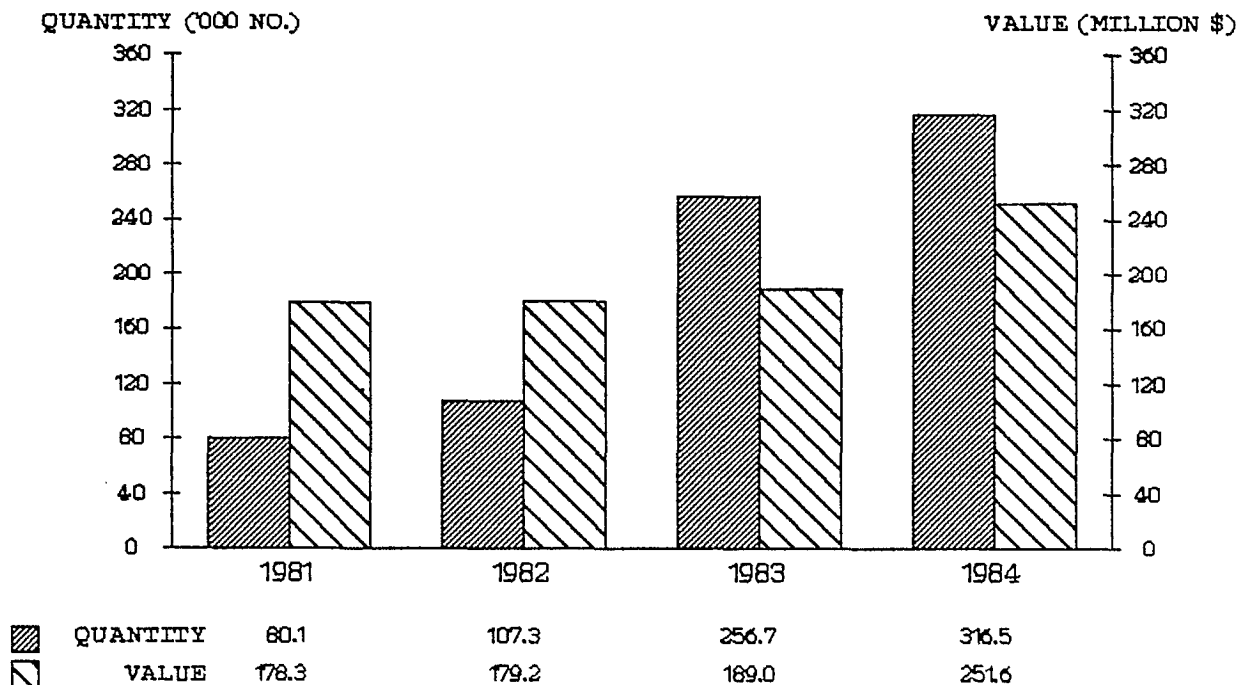
CANADIAN MARKET OPPORTUNITIES - IMPORT PROFILE

PRINTERS FOR COMPUTERS

INTRODUCTION

This report is one of a continuing series designed to increase business awareness of the potential existing in the Canadian marketplace for domestic production and to stimulate Canadian business to explore further potential market opportunities in Canada. It is important to emphasize that this report does not attempt any assessment as to the feasibility of manufacturing or competing in a particular market and should be treated as an indicator or starting point for the manufacturer or entrepreneur.

A - IMPORT TRENDS
OF
PRINTERS FOR COMPUTERS



During the years 1981 to 1984 imports of printers for computers increased at an average annual rate of 58 per cent in terms of quantity and 12 per cent in terms of dollar value.

B - IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT
(BASED ON 1984 FIGURES)

<u>FOREIGN COUNTRY OF EXPORT</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>UNIT PRICE 1984</u> \$	<u>AVERAGE ANNUAL GROWTH RATE 1981-1984</u> %	<u>PER CENT CHANGE 1983-1984</u> %
UNITED STATES							
QUANTITY (NO.)	56 458	72 021	155 207	232 419		60	50
VALUE (\$000)	149 574	142 568	158 351	215 323	926	13	36
JAPAN							
QUANTITY (NO.)	11 101	19 256	91 252	75 585		90	-17
VALUE (\$000)	4 496	7 167	21 109	22 151	293	70	5
PUERTO RICO							
QUANTITY (NO.)	11 199	11 656	2 912	2 907		-36	0
VALUE (\$000)	18 608	16 292	4 414	4 264	1 467	-39	-3
ITALY							
QUANTITY (NO.)	641	1 122	683	1 737		39	154
VALUE (\$000)	1 425	1 974	1 286	2 511	1 446	21	95
NETHERLANDS							
QUANTITY (NO.)	7	311	1 438	1 605		512	12
VALUE (\$000)	18	321	1 823	2 279	1 420	402	25
OTHER							
QUANTITY (NO.)	726	2 944	5 200	2 207		45	-58
VALUE (\$000)	4 215	10 904	2 053	5 075	2 300	6	147
TOTAL							
QUANTITY (NO.)	80 132	107 310	256 692	316 460		58	23
VALUE (\$000)	178 336	179 226	189 036	251 603	795	12	33

During 1984 imports totalled 316 460 units valued at \$251.6 million, which was an increase of 23 per cent in terms of quantity and 33 per cent in terms of dollar value from 1983. The average unit price in 1984 was \$795. In 1981 and 1982 total imports were valued at just under \$180 million per year. The United States and Puerto Rico accounted for most of the volume, and average unit prices from these countries were in the range of \$1 400 to \$2 600. Imports from Japan were at much lower unit prices (average about \$400), and in 1983 and 1984 that country overtook Puerto Rico as the second supplier. In these last two years Japan has continued to supply printers at low average prices (\$230 to \$300), although the quantity dropped in 1984. The U.S. continued strong, steady growth in both quantity and value, average unit prices from that country declining slightly from \$1 020 in 1983 to \$926 in 1984.

**C - IMPORT MARKET CONCENTRATION
(BY % OF TOTAL 1984 VALUE)**

<u>TOP 5 IMPORTERS</u>	<u>TOP 10 IMPORTERS</u>	<u>TOP 20 IMPORTERS</u>	<u>TOP 30 IMPORTERS</u>
39	52	64	72

The 10 major importers accounted for 52 per cent of the total imports for 1984. Of these, six were identified as manufacturers, and four as wholesalers. Nine of the firms are located in Ontario and one in Quebec.

D - TYPE AND LOCATION OF THE 60 MAJOR IMPORTERS - 1984

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</u>		<u>OTHER</u>		<u>TOTAL</u>	
	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>
Ontario	16	91 449	26	85 262	6	6 860	48	183 571
Quebec	4	11 359	4	7 135	-	-	8	18 494
Western Provinces	-	-	4	4 711	-	-	4	4 711
Atlantic Provinces	-	-	-	-	-	-	-	-
TOTAL	20	102 808	34	97 108	6	6 860	60	206 776
Per cent of 1984 Total Value		41%		39%		3%		82%

There were approximately 1 311 importers of printers for computers during 1984. The major 60 importers accounted for 82 per cent or \$206.8 million of the total imports. Twenty were identified as manufacturers, their total imports representing 41 per cent of the total. Seven of these 20 importers were identified as manufacturers of electronic computing equipment, representing 13 per cent of the import total.

Thirty-four of the major importers were identified as wholesalers, accounting for 39 per cent of the total imports. Eighteen of these importers were identified as wholesalers of commercial machines and equipment, accounting for 25 per cent of the import total, and seven were identified as wholesalers of electronics equipment and parts, accounting for 10 per cent.

E - CANADIAN PRODUCTION

There are at least two manufacturers of printers for computers in Canada. Statistics Canada reports that shipments of digital peripherals and auxiliary equipment, including memory modules, disk and tape drives, input-output devices and terminals were \$390 million in 1982, the latest year for which information is available. Production of printers is not reported separately.

F - EXPORTS

Statistics Canada reports that exports of all types of electronic computers and equipment for 1984 amounted to \$1 328.2 million. Separate data are not available for printers for computers.

G - CANADIAN TARIFFS, 1985

TARIFF ITEM	DESCRIPTION	BY % OF TOTAL VALUE (1984)	TARIFF TREATMENT					
			BRITISH(1) PREFER- ENTIAL TARIFF %	MOST FAVOURED NATION TARIFF %	GENERAL TARIFF %	GENERAL PREFER- ENTIAL TARIFF %	U.K. AND IRELAND %	
	Electronic data processing machines and apparatus; peripheral equipment for use therewith including data entry, data preparation and data handling machines and apparatus; accessories and attachments for use therewith; parts of all the foregoing; none of the foregoing to include telephone and telegraph apparatus and parts thereof:							
41417-01	Other than the following	14	Free	3.9	25	Free	3.9	
41417-02	Drum storage memories; disc packs; disc drives; disc files; disc cartridge cleaners; card readers; card punches; card readers/punches; paper tape readers and punches; badge readers and punches; document transport mechanisms; tape to card punches; reproducing punches; line printers and page writers; card printers; matrix printers including buffered printers; card or paper tape verifiers; collators; card sorters; process control apparatus which converts analog signals from or to digital signals, the foregoing not to include sensors; card conditioning equipment; parts of the foregoing	84	Free	Free	35	Free	Free	

(1) Excludes U.K. and Ireland

Tariff Arrangements and Foreign Countries of Export:

MOST FAVOURED NATION: UNITED STATES, JAPAN, PUERTO RICO, ITALY, NETHERLANDS

ENQUIRIES CONCERNING 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) 992-2623

H - FEDERAL GOVERNMENT PROCUREMENTS

The Department of Supply and Services reports that federal government purchases of page, line and character printers for computers during 1984 totalled \$9.3 million.

I - MARKET SUMMARY

There is a wide range of technologies available and used. The lowest priced and most widely used are dot-matrix and daisy-wheel printers as applied to word processors and personal computers. Other more exotic technology such as laser-jet printing is used to meet the speed requirements of large mainframe computers.

Only the U.S. and Japan manufacture a full range of printers. Canada has some capacity in dot-matrix and daisy-wheel printers. One Canadian company has developed specialized high speed printers for mainframe computers.

This report was prepared by:

The Market Development Branch of
the Department of Regional Industrial Expansion
in collaboration with the Department's
Electronics and Aerospace Branch

For more information please contact nearest DRIE Regional Office

Newfoundland

P.O. Box 8950
Parsons Building
90 O'Leary Avenue
St. John's, Newfoundland
A1B 3R9
Tel: (709) 772-4884

Prince Edward Island

P.O. Box 1115
Confederation Court Mall
134 Kent Street, Suite 400
Charlottetown, Prince Edward Island
C1A 7M8
Tel: (902) 566-7400

Nova Scotia

P.O. Box 940, Station M
1496 Lower Water Street
Halifax, Nova Scotia
B3J 2V9
Tel: (902) 426-2018

New Brunswick

P.O. Box 1210
Assumption Place
770 Main Street
Moncton, New Brunswick
E1C 8P9
Tel: (506) 857-6400

Québec

C.P. 247
Tour de la Bourse
800, Place Victoria, Bureau 3800
Montréal (Québec)
H4Z 1E8
Tel: (514) 283-8185

Ontario

P.O. Box 98
1 First Canadian Place, Suite 4840
Toronto, Ontario
M5X 1B1
Tel: (416) 365-3737

Manitoba

P.O. Box 981
400-3 Lakeview Square
185 Carlton Street
Winnipeg, Manitoba
R3C 2V2
Tel: (204) 949-6163

Saskatchewan

Canada Building
6th Floor, 105-21st Street East
Saskatoon, Saskatchewan
S7K 0B3
Tel: (306) 975-4400

Alberta

Cornerpoint Building
10179 - 105th Street, Suite 505
Edmonton, Alberta
T5J 3S3
Tel: (403) 420-2944

British Columbia

P.O. Box 49178
Bentall Postal Station
Bentall Tower IV
1101 - 1055 Dunsmuir Street
Vancouver, British Columbia
V7X 1K8
Tel: (604) 666-0434

Yukon

Suite 301
108 Lambert Street
Whitehorse, Yukon
Y1A 1Z2
Tel: (403) 668-4655

Northwest Territories

P.O. Bag 6100
Precambrian Building
Yellowknife, Northwest Territories
X1A 1C0
Tel: (403) 920-8568 or 8571