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IMPORT PROFILE

Investment Opportunities

SKI BINDINGS OR FITTINGS

Pub. No.: 8808-IP October 1988



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SKI BINDINGS OR FITTINGS

INTRODUCTION

This report is part of a continuing series designed to increase business awareness of the potential existing for production in Canada.

CANADIAN IMPORTS

Import data are given on subsequent pages for the following product:

<u>Description</u>	<u>Commodity Code</u>	TOTAL IMPORTS
		<u>1987</u> (C\$ million)
Ski Bindings or Fittings	832-38-10	18.3

Lists of Canadian importers and foreign exporters to Canada are given in Appendices A and B, respectively.

For information on other segments of the ski equipment industry please see Import Profile No. 8807-1P (Downhill and Cross-country Skis) and Import Profile No. 8806-1P (Ski Boots).

CANADIAN PRODUCTION

There are at least two Canadian manufacturers of cross-country ski bindings or fittings. There are no known Canadian manufacturers of downhill ski bindings. Statistics Canada does not publish specific production data for these products.

CANADIAN EXPORTS

Statistics Canada does not publish specific export data for ski bindings and fittings. They are included in the export class "Sporting and recreation equipment and parts, not elsewhere specified."

UNITED STATES' IMPORTS

The United States Department of Commerce indicates that U.S. imports of ski bindings and parts from all countries totalled C\$56.7 million in 1987. Canada's share of U.S. imports was minimal totalling under C\$5 000.

MARKET SUMMARY

It is estimated that over 90 per cent of the total \$18.3 million value of bindings imported in 1987 were in the downhill bindings category. Although there are at least two Canadian manufacturers of cross-country ski bindings, there are no known manufacturers of downhill bindings in Canada. The downhill and cross-country ski bindings markets are distinctly different, as are the techniques for their manufacture.

In the downhill bindings segment, successful marketing is highly dependent on many of the same factors associated with downhill skis and ski boots. Brand name loyalty and recognition are major influences on consumer purchase decisions. Techniques used by successful marketers include aggressive advertising and the association of internationally recognized skiers with particular brands. Downhill ski bindings are subject to continuing technical modifications and feature changes. Investment in research and development, and the ability to respond quickly to changing market trends, coupled with dealer support, are necessary for successful marketing of downhill ski bindings.

In the cross-country binding segment, the product is less expensive than the downhill variety. Recent innovations and specialization in cross-country bindings have started to segment the market into systems so that some boots and bindings must be compatible rather than using the universal type of binding used in the past by the recreational skier. This has led to a definite and pronounced trade-up trend which is expected to continue in cross-country ski equipment.

Effect of the US-Canada Free Trade Agreement (FTA) on Ski Bindings

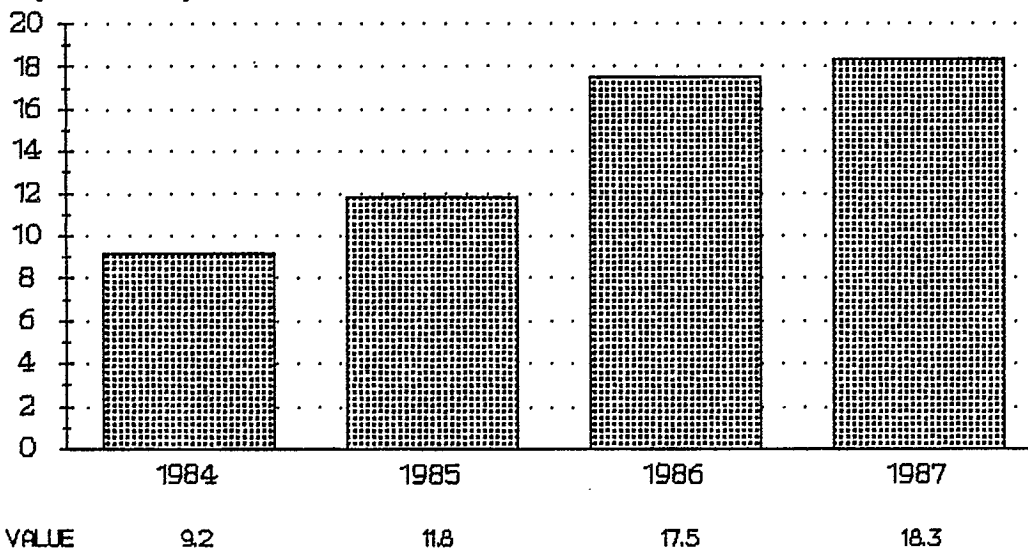
The North American ski bindings import market is about C\$75.0 million of which over 80 per cent is in downhill bindings. Although there are currently no significant North American producers of downhill bindings, under the FTA duty rates between Canada and the USA will be reduced to 0 per cent effective January 1, 1989 whereas bindings imported from Western European sources will continue to be subject to a Canadian Most Favoured Nation duty rate of 11.3 per cent and US duty rate of 5.5 per cent (downhill) and 3.5 per cent (cross-country). The Canadian duty rate (MFN) effective January 1, 1988 is 11.3 per cent.

The easier access to a larger market effective January 1, 1989 under the FTA, the continuing high level of imports, the popularity of both downhill and cross-country skiing in Canada, and the increasing time spent on recreational activities, indicate that there are opportunities for the production of ski bindings in Canada, particularly in the Alpine market segment, through such vehicles as joint ventures or licensing arrangements with well-known European manufacturers.

IMPORT DATA

SKI BINDINGS OR FITTINGS
COMMODITY CODE 832-38
IMPORT TRENDS

VALUE (MILLION \$)



IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

FOREIGN COUNTRY OF EXPORT	1984	1985	1986	1987	AVERAGE ANNUAL GROWTH RATE 1984-87
					%
FRANCE					
VALUE (C\$000)	4832	6172	10219	10086	28
AUSTRIA					
VALUE (C\$000)	2376	3078	3960	5496	32
GERMANY, FED. REP.					
VALUE (C\$000)	1124	1383	1747	1382	7
UNITED STATES					
VALUE (C\$000)	349	440	669	438	8
JAPAN					
VALUE (C\$000)	86	153	323	418	69
OTHER					
VALUE (C\$000)	450	614	542	480	2
TOTAL					
VALUE (C\$000)	9217	11840	17460	18300	26

SKI BINDINGS OR FITTINGS - COMMODITY CODE 832-38
=====

IMPORT MARKET SHARES

<u>FOREIGN COUNTRY OF EXPORT</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>
	%	%	%	%
FRANCE VALUE	52.4	52.1	58.5	55.1
AUSTRIA VALUE	25.8	26.0	22.7	30.0
GERMANY, FED. REP. VALUE	12.2	11.7	10.0	7.8
UNITED STATES VALUE	3.8	3.7	3.8	2.4
JAPAN VALUE	0.9	1.3	1.8	2.3
OTHER VALUE	4.9	5.2	3.1	2.8
<u>TOTAL VALUE</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

CANADIAN IMPORTERS

The principal 10 importers of ski bindings or fittings accounted for 97 per cent of the total import value during 1986.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (C\$ million)	<u>Per Cent of Total Value</u>
5	16.3	93
10	16.9	97
All Importers (40)	17.5	100

In 1986, six of the top 10 importers were wholesalers accounting for \$12.3 million or 70 per cent of total imports. In 1987 imports cleared through the province of Québec totalled \$8.7 million (45 per cent) of Canada's imports. Ontario accounted for \$7.4 million (40 per cent).

Importers of ski bindings and fittings during 1986 are listed below in alphabetical order. This list includes all importers except individuals and a minimal number of importers whose names were not available.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
A M F Canada Limited	Guelph, Ont.	Montreal Skis Incorporated	Montréal, Qué.
Adidas (Canada) Ltd.	Downsview, Ont.	Mountain Magic Investments Ltd.	Banff, Alta.
Alliance Ro-Na Home Inc.	Boucherville, Qué.	Neptune Distributors Ltd.	Edmonton, Alta.
C C Outboard Parts Ltd.	Willowdale, Ont.	Norca Industries Ltd.	Baie d'Urfé, Qué.
Caber Sport, Div. Warrington Products Ltd.	Montréal, Qué.	Northland Marine Products, O/B 419222 Ont. Ltd.	Keswick, Ont.
Canadian A B C Company Limited	Montréal, Qué.	Norvinca Inc.	Mont-Royal, Qué.
Carleton Cycle & Outdoor Recreations Ltd.	Vancouver, B.C.	Peepers Inc.	Hamilton, Ont.
Connelly Skis Inc.	Vancouver, B.C.	Ski Products Reg'd	Dollard-des-Ormeaux, Qué.
Exel Sports Limited	Peterborough, Ont.	Skis Rossignol Canada Ltée	Granby, Qué.
F M H (Canada) Limited	Downsview, Ont.	Skisport International Limited	Toronto, Ont.
Fletcher Leisure Group Inc.	Montréal, Qué.	Solomon Canada Sports Ltd.	Montréal, Qué.
Gabriel A Mordo & Son Ltd.	Vancouver, B.C.	Sport Expert Inc.	Laval, Qué.
Greb Industries, Div. Warrington Products Ltd.	Mississauga, Ont.	Sport Maska Inc.	St-Hyacinthe, Qué.
H E Hebert Limitée	Montréal, Qué.	Sportfit International Enrg.	Montréal, Qué.
Harpers Tire Service (Calgary) Ltd.	Calgary, Alta.	Sportschek Sunridge Ltd.	Calgary, Alta.
Hougens Limited	Whitehorse, Yukon	The Canadian Coleman Company Ltd.	Toronto, Ont.
Huston Leisure Products Ltd.	Spruce Grove, Alta.	The Inside Edge Ski & Sailboard Co. Ltd.	Edmonton, Alta.
Karhu Titan Canada Ltée	Cowansville, Qué.	The Worseman Ski Shop Ltd.	Calgary, Alta.
Leslee Sports Importing (Brockville) Ltd.	Brockville, Ont.	Vikski Canada Inc.	Ste-Agathe-des-Monts, Qué.
Monark Sports Ltée	St-Laurent, Qué.	Yachters Choice Marine Products Inc.	Mississauga, Ont.
Monod Sports Ltd.	Banff, Alta.		

FOREIGN EXPORTERS TO CANADA

Major exporters to Canada of ski bindings or fittings are listed in descending order of dollar value by major country of export. These exporters accounted for 81 per cent of the total value of imports in 1986.

<u>Country</u>	<u>Exporter Name</u>	<u>1986 Value of Imports (C\$000)</u>
France:	Salomon SA)	9 940*
	Look SA)	
	GSI France)	
Austria:	Adidas)	4 261*
	Karl Pittl-Metallwerk GmbH & Co. SA)	
	Tyrolia Freizeitgeraete GmbH & Co.)	
	Solomon kastle)	

* Aggregated to preserve confidentiality of Canadian importers

FOR MORE INFORMATION PLEASE CONTACT:

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REFERENCE SOURCES

Department of Regional Industrial Expansion
Statistics Canada
Revenue Canada

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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 companies, but customs values exceed selling prices for many transactions between affiliated companies. 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.

Rounding

Figures may not add due to rounding.

