HF 3221 .14 no. 85002-PM

IMPORT ANALYSIS

A.C. MOTORS

OVER 1 H.P. TO UNDER 20 H.P.

FOR THE PERIOD

JUNE 1984





Government of Canada

Regional Industrial Expansion

Gouvernement du Canada

Expansion industrielle régionale



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Further information available from:

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REFERENCES:		(1)	Customs Tariff: Item 44516-1	
		(2)	Canadian International Trade Classification (Cat. #65-502E, Statistics Canada)	
		(3)	Imports by Commodities (Cat. #65-007, Statistics Canada) Commodity Code 503-67-40	

SECTION I

SCOPE OF ANALYSIS

This report is based on a detailed examination of Revenue Canada Customs invoices covering imports of A.C. motors, over 1 H.P. to under 20 H.P. during the month of June 1984 and classified to Canadian International Trade Classification (C.I.T.C.) Import Commodity Code 503-67-40, "Motors, electric, A.C., over 1 H.P. to under 20 H.P."

The large number of transactions under Import Commodity Code 503-67-40 for the 1984 calendar year precluded an analysis of imports for a twelve-month period. As a result, the analysis was confined to the month of June 1984 but covers all transactions from all countries of export.

SECTION II

IMPORT TRENDS

IMPDRT COMMODITY CODE 503-67-40

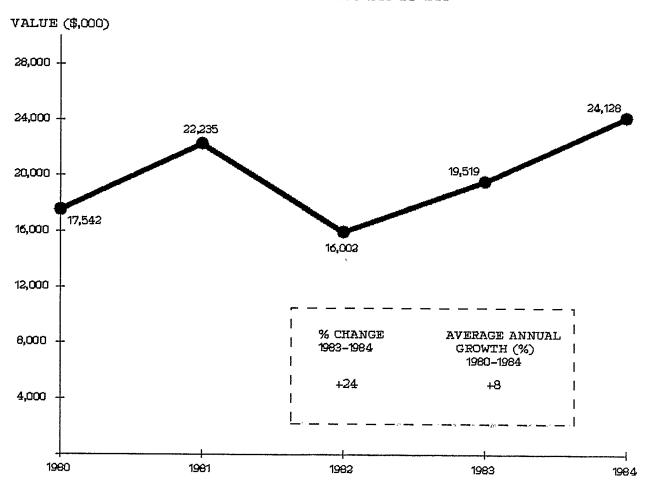
A.C. MOTORS - OVER 1 H.P. AND UNDER 20 H.P.

CALENDAR YEARS 1980 TO 1984

YEAR		<u>Value</u> (\$,000)
1980	•	17,542
1981	•	22,235
1982		16,002
1983		19,519
1984		24,128

GRAPH I

IMPORT TRENDS: VALUES A.C. MOTORS - OVER 1 H.P. AND UNDER 20 H.P. CALENDAR YEARS 1980 TO 1984



SECTION III

ANALYSIS OF IMPORTS

Total imports of A.C. motors over 1 H.P. to under 20 H.P. during the month of June 1984 amounted to 14,150 motors for a value of \$1,922,559. A.C. motors of 1.5 H.P. accounted for 2,653 units for a value of \$229,851, or 19 per cent and 12 per cent, respectively, of the total quantity and value. These were followed by 2 H.P. accounting for 2,561 motors (18 per cent) for a value of \$318,667 (17 per cent) and 5 H.P. with 2,427 units (17 per cent) for a value of \$469,075 (24 per cent). Table 1 refers.

Seven thousand, one hundred and eighty-eight (7,188) motors, or 51 per cent of the total quantity, entered Canada through ports in the province of Ontario (see Table 1A).

Totals by most individual countries of origin are not shown in this analysis due to confidentiality restrictions. The United States was the major country of origin accounting for 9,346 motors for a value of \$1,318,207, or 66 per cent and 69 per cent of the total quantity and value, respectively (see Table 2).

Multi-phase, A.C. motors, as shown in Table 3 of this report, amounted to 6,547 units (46 per cent) for a value of \$872,883 (45 per cent).

A number of shipments totaling 2,662 units valued at \$187,611 could not be identified according to H.P., frame size, or phase due to inadequate information.

Full details of the analysis are provided in Tables 1, 1A, 2 and 3.

NOTES: All percentage figures are rounded.

Dollar values shown 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.

TABLE 1 - SUMMARY

IMPORTS OF A.C. MOTORS - OVER 1 H.P. TO UNDER 20 H.P.

BY H.P., QUANTITY AND VALUE

JUNE 1984

<u>Horsepower</u>	<u>Quantity</u> (No.)	<u>Value</u> (\$)
1-1/2 2 3 5 7-1/2 10 15	2,653 2,561 1,767 2,427 958 636 431	229,851 318,667 227,171 469,075 217,193 133,914 127,572
Other: 2-1/4, 2-1/2, 4 4-1/2, 5-1/2, 6 Not Shown TOTAL	55 <u>2,662</u> 14,150	11,505 <u>1B7,611</u> 1,922,559

GRAPH II BY H.P. CAPACITY DISTRIBUTION JUNE 1984

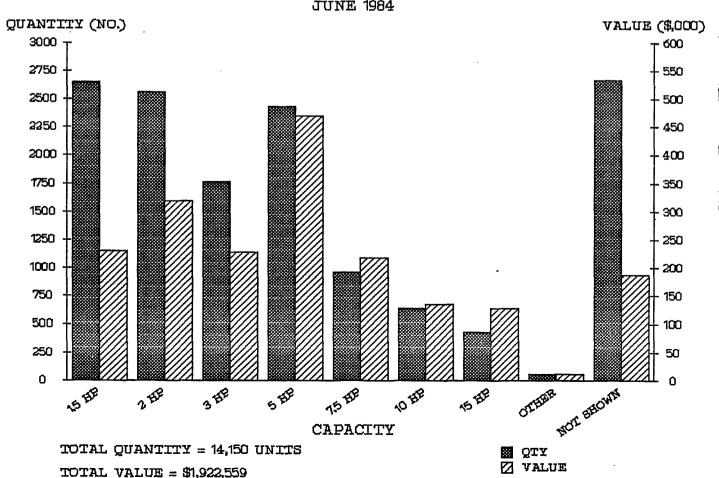


TABLE 1A

IMPORTS OF A.C. MOTORS - OVER 1 H.P. TO UNDER 20 H.P.

BY H.P. AND FRAME SIZE

JUNE 1984

			001	1 JUT				
							<u>IMP</u>	<u>ORT</u>
							Market Con	centration
					ON OF ENT		Market	Share
	Frame			West of		East of	Top 3	Top 5
<u>Horsepower</u>	<u>Size</u>	<u>Quantity</u>	<u>Value</u>	<u>Ontario</u>	<u>Ontario</u>		<u>Firms</u>	<u>Firms</u>
		(No.)	(\$)	(%	of Quanti	ty)	(% of Qua	antity)
1 1/2	56	1,177	112,428				55	74
	143	34	2,174				79	100
	145	1,235	73,221				56	62
	182	127	21,436				52	72
	184	49	15,330				92	96
	Not Shown	<u>31</u>	<u>5,262</u>				<u>100</u>	<u>100*</u>
		2,653	229,851	10	67	23	40	53
2	56	438	43,165				89	95
	143	8	946				100	100*
	145	1,077	96,861				52	66
	182	173	31,208				62	
	184	801	94,411				84	79 91
	213)(1)							
	215) `	32	44,363				94	100
	Not Shown	32	7,763				<u>94</u>	<u> 100*</u>
		2,561	318,717	8	80	12	50	61
		-,	,	-		•	30	V I

NOTES: (1) - Aggregated to preserve confidentiality
* - Fewer than number of firms indicated

TABLE 1A

(Continued)

IMPORT

IMPORTS OF A.C. MOTORS - OVER 1 H.P. TO UNDER 20 H.P.

BY H.P. AND FRAME SIZE

JUNE 1984

				REGI	ON OF ENT	RY	Market Con- Market		
	Frame			West of	on or ent	East of	Top 3	Top 5	
<u>Horsepower</u>	<u>Size</u>	Quantity	<u>Value</u>	<u>Ontario</u>	<u>Ontario</u>		<u>Firms</u>	<u>Firms</u>	
nor soponor.	<u>0120</u>	(No.)	(\$)		of Quanti		(% of Qua		
3	56	104	11,108				100	100*	
	145	257	16,743				75	90	
	182	793	79,844				51	67	
	184	440	77,548				63	79	
	213	149	32,229				59	76	
	215	14	3,816				100	100*	ı
	Not Shown	<u> </u>	<u>5,883</u>				<u>100</u>	<u>100</u> *	ω.
	•	1,767	227,171	23	41	36	32	46	•
5	182	322	35,609				93	98	
	184	1,765	295,162				44	63	
	213	88	17,946			•	90	94	
	215	187	42,829				50	65	
	254	51	69,676			•	96	100*	
	Not Shown	14	7,853	_	_		<u>79</u>	93	
		2,427	469,075	19	44	37	40	60	

NOTE: * - Fewer than number of firms indicated

TABLE 1A

(Continued)

IMPORT

IMPORTS OF A.C. MOTORS - OVER 1 H.P. TO UNDER 20 H.P.

BY H.P. AND FRAME SIZE

<u>Horsepower</u>	Frame <u>Size</u>	<u>Quantity</u> (No.)	<u>Value</u> (\$)	West of <u>Ontario</u>	ON OF ENTI Ontario of Quanti	East of Ontario	Market Con Market Top 3 Firms (% of Qu	Share Top 5 Firms
7 1/2	184 213 215 254 256 Not Shown	84 460 201 71 132 <u>10</u> 958	14,351 73,464 60,994 20,366 43,805 4,213 217,193	 12	40		74 63 82 54 98 <u>90</u> 54	95 79 90 82 100 100*
10	213 215 256 284	32 508 93 <u>3</u> 636	5,630 92,253 33,812 2,219 133,914	 23	41		100 51 59 100 43	100* 73 74 <u>100</u> * 66
15	215 254	27 361	7,212 93,178				89 47	96 68
	284)(1) 286) Not Shown	39 <u>4</u>	23,126 4,056	_			69 <u>100</u>	85 <u>100</u> *
		431	127,572	22	36	42	41	59

NOTES: (1) - Aggregated to preserve confidentiality
* - Fewer than number of firms indicated

TABLE 1A

(Continued)

IMPORT

IMPORTS OF A.C. MOTORS - OVER 1 H.P. TO UNDER 20 H.P.

BY H.P. AND FRAME SIZE

				RY	<u>Market Concentration</u> <u>Market Share</u>				
<u>Horsepower</u>	Frame <u>Size</u>	Quantity (No.)	<u>Value</u>	West of Ontario	<u>Ontario</u> of Quanti		Top 3 Firms	Top 5 Firms	
Other:		(NO.)	(\$)	(1/4)	vi Qualiti	(y)	(% of Qu	antity)	
2-1/4, 2-1/2,4, 4-1/2, 5-1/2, & 6	Not Shown	55	11,505	31	16	53	85	96	
Not Shown	Not Shown	2,662	187,611	2	24	74	93	96	1
							-		10
GRAND TOTAL	•	14.150	1.922.559	12	50	38	30	44	1

TABLE 2

IMPORTS OF A.C. MOTORS - OVER 1 H.P. TO UNDER 20 H.P.

BY H.P. AND COUNTRY OF ORIGIN

<u>Horsepower</u>	Country	of Origi	<u>n</u>	Quantity (No.)	<u>Value</u> (\$)
1-1/2	United Japan Taiwan	Kingdom)(1)))	427	27,347
	Brazil Mexico)(1))	255	16,946
	United	States		1,971 2,653	185,558 229,851
2	United Japan Taiwan	Kingdom)(1)))	538	38,483
	Brazil Mexico)(1))	280	21,633
	United	States		1,743 2,561	258,551 318,667
3	United Japan Taiwan	Kingdom)(1)))	417	40,403
	Brazil Mexico)(1))	254	26,391
	United	States		<u>1,096</u> 1,767	160,377 227,171

NOTE: (1) - Aggregated to preserve confidentiality

TABLE 2

(Continued)

IMPORTS OF A.C. MOTORS - OVER 1 H.P. TO UNDER 20 H.P.

BY H.P. AND COUNTRY OF ORIGIN

Horsepower	Country of Origin	•	Quantity (No.)	<u>Value</u> (\$)
5	United Kingdom Japan Taiwan)(1))	671	69,325
	Brazil Mexico)(1))	388	46,483
	United States		1,368 2,427	353,267 469,075
7-1/2	United Kingdom France Japan, Taiwan)(1)))	311	46,671
	Brazil Mexico)(1))	410	94,114
	United States		<u>237</u> 958	$\frac{76,408}{217,193}$
10	United Kingdom France, Poland Japan, Taiwan)(1))	312	53,752
	Brazil Mexico)(1))	183	32,329
	United States	· ·	141 636	<u>47,833</u> 133,914
15	United Kingdom France, West Germany, Poland)(1))))	165	40,433

NOTE: (1) - Aggregated to preserve confidentiality

TABLE 2

·(Continued)

IMPORTS OF A.C. MOTORS - OVER 1 H.P. TO UNDER 20 H.P.

BY H.P. AND COUNTRY OF ORIGIN

<u>Horsepower</u>	Country	of Origin	Quantity (No.)	<u>Value</u> (\$)
15	Japan Taiwan)(69	17,302
	Brazil Mexico)(1)	32,043
Other:	United	States	<u>79</u> 431	37,794 127,572
2-1/4, 2-1/2, 4 4-1/2, 5-1/2 & 6	Mexico	& United Stat	tes 55	11,505
Not Shown	France Japan United)(1) States)	2,662	187,611
GRAND TOTAL			14,150	1,922,559

NOTE: (1) - Aggregated to preserve confidentiality

TABLE 3

IMPORTS OF A.C. MOTORS - OVER 1 H.P. TO UNDER 20 H.P.

BY H.P. AND PHASE

Horsepower	<u>Phase</u> .	<u>Quantity</u> (No.)	<u>Value</u> (\$)
1-1/2	1 3 Not Shown	1,284 1,195 <u>174</u> 2,653	94,408 107,119 28,324 229,851
2	1 3 Not Shown	571 1,848 <u>142</u> 2,561	91,913 206,015 20,739 318,667
3	1 3 Not Shown	554 944 <u>269</u> 1,767	74,228 112,790 <u>40,153</u> 227,171
5	1 3 Not Shown	919 1,219 <u>289</u> 2,427	204,887 148,951 115,237 469,075
7-1/2	1 3 Not Shown	184 591 <u>183</u> 958	52,847 123,678 40,668 217,193
10	1 3 Not Shown	28 425 <u>183</u> 636	9,703 83,533 40,678 133,914
15	3 Not Shown	320 <u>111</u> 431	86,776 40,796 127,572

TABLE 3 (Continued)

IMPORTS OF A.C. MOTORS - OVER 1 H.P. TO UNDER 20 H.P.

BY H.P. AND PHASE

Horsepower	<u>Phase</u>	<u>Quantity</u> · (No.)	<u>Value</u> (\$)
Other:			
2-1/4, 2-1/2, 4 4-1/2, 5-1/2 & 6	Not Shown	55	11,505
Not Shown	Not Shown	2,662	187,611
GRAND TOTAL		14,150	1,922,559

SECTION IV

CANADIAN IMPORTERS

Importers of A.C. motors, over 1 H.P. to under 20 H.P., during June 1984 as indicated in Section III, are listed below in alphabetical order.

NAME

Alfa-Laval Ltd.
Alfred Schnurr Electric Co. Ltd.
Babson Bros. Co. Ltd.
Bearings & Transmission Ltd.
Beaver Delta Machy Corp.
Bijur Canada Ltd.
Blue Giant Equip. of Canada Ltd.
Brook Crompton Barkinson Ltd.
Burnside Equip. Ltd.
Canadian Electro Drives (1982)
Canadian General Electric Co.
Canadian Overhead Handling Ltd.
Carrier (Canada) Ltd.

Century Electric Of Canada Ltd. City Machinery Limited Clarke-Gravely Canada Ltd. Cleaver Brooks (Canada) Ltd. CML Northern Blower Inc. Continental Canada Inc. Crossman Machinery Co. Ltd. Custom Steamex Dalimpex Ltd. De Vilbiss Canada Ltd. Delta Enterprises Dismobec Limitée Dominion Alum. Fabricating Dresser Canada Ltd. Duriron Canada Inc. Economics Laboratory Canada Emerson Electric Canada Ltd. Ex-Cell-O Corp. of Canada Ltd. F. Jos Lamb Co. Ltd. Forano Inc. Franklin Electric Co. Inc. Friesen Industries Ltd.

ADDRESS

Peterborough, Ont. Guelph, Ont. Mississauga, Ont. Lloydminster, Alta Guelph, Ont. Guelph, Ont. Brampton, Ont. Rexdale, Ont. Downsview, Ont. Burnaby, B.C. Peterborough, Ont. Boisbriand, Qué. Calgary, Alberta Bramalea, Ont. Rexdale, Ont. Winnipeg, Man. Rexdale, Ont. Stratford, Ont. Winnipeg, Man. Weston, Ont. Vancouver, B.C. Saskatoon, Sask. St-Laurent, Qué. Barrie, Ont. Sarnia, Ont. Ville d'Anjou, Qué. Mississauga, Ont. Cambridge, Ont. Toronto, Ont. Toronto, Ont. Markham, Ont. London, Ont. Windsor, Ont. Plessisville, Qué. Strathroy, Ont. Abbotsford, B.C.

SECTION IV

(Continued)

CANADIAN IMPORTERS .

NAME

G.E.C. Canada Ltd.

G.E.T. Industries G.H. Wood and Co. Ltd. G.M. Of Canada Gorman Pulp (Canada) Ltd. Gould Pumps Canada Inc. Grant Electric (Ottawa) Ltd. Great Lakes Harvestor Systems Greey Lightnin Grimme Harvest Star Harnischfeger Corp. Canada Ltd. Hero Mfg. Inter City Papers Ltd. Plastic Pkg. Div. ITT Ind. of Canada Ltd. J. Houle & Fils Jordan Electric Motor Service Leeson Electric (Canada) Ltd. Les Distributions MEP Inc. Les Industries I-T-E Inc. Cetech Les Industries Trovac Ltée.(Cyclo-Vac) Madison Ind. Equipment Ltd. Managro Harvestor Mark Hot Inc. Mobile Power Tool Shop Inc. Mohawk Data Science Ltd. Norfolk Tank Mfg. Northern Telecom Ltd. Nutone Electrical Ltd. Panneaux de la Valle Inc. Peacock Inc. Peerless Sales (Canada) Ltd. Phelan Brothers Electrical Dist. Princess Auto & Machinery Ltd. R & R Motors & Parts Reliance Electric Ltd.

Rockwell Int'l of Canada

ADDRESS

Montréal, Qué. Mississauga, Ont. Brampton, Ont. Toronto, Ont. St. Catharines, Ont. St. Thomas, Ont. Cambridge, Ont. Ottawa, Ont. Woodstock, Ont. Toronto, Ont. Everett, Ont. Fort Moody, B.C. Burnaby, B.C. Mississauga, Ont. Guelph, Ont. Drummondville, Qué. Lindsay, Ont. Mississauga, Ont. Pointe Claire, Qué. Pointe Claire, Qué. Chomedy-Laval, Qué. Vancouver, B.C. Winnipeg, Man. Longueuil, Qué. Port Colborne, Ont. Markham. Ont. Courtland, Ont. Scarborough, Ont. Toronto, Ont. Sayabec, Qué. Lasalle, Qué. Lachine, Qué. Bolton, Ont. Winnipeg, Man. Ville St-Laurent, Qué. Québec, Qué. Stratford, Ont. Don Mills, Ont.

SECTION IV

(Continued)

CANADIAN IMPORTERS

NAME

Scona Electric Ltd. Seguin Protech Ltd. Signode Canada Ltd. Simpsons-Sears Ltd. Sitzler Electric Motor Rewind Smith-Roles Ltd. Soluvac Inc. Storrington Ind. Ltd. Surgeson Electric Ltd. Systemes Harvestores de l'Estrie Thames Valley Elevator The Motor Center, Div. Energy Resource Supply Toshiba Int'l Corp. Trane Co. of Canada Ltd. Trewax Co. of Canada Ltd. Tri County Farm Systems Ltd. Tri-Way Machine Ltd. Trisar Ltd. Union Pump (Canada) Ltd. Usine Moteurs Leroy Somer V.J. Parmensky Ltd. Valiant Machine & Tool Inc. Waffles Electric Ltd.

Westinghouse Canada Ltd.

York Shipley of Canada Ltd.

<u>ADDRESS</u>

Edmonton, Alta Montréal, Qué. Scarborough, Ont. Scarborough, Ont. Nisku, Alta Saskatoon, Sask. Beauce, Qué. Pickering, Ont. Cornwall, Ont. Granby, Qué. Ajax, Ont. Calgary, Alta Vancouver, B.C. Toronto, Ont. Toronto, Ont. Indian River, Ont. Windsor, Ont. Sarnia, Ont. Burlington, Ont. Granby, Qué. Don Mills, Ont. Windsor, Ont. Windsor, Ont. Toronto, Ont. Hamilton, Ont. Boisbriand, Qué. Cambridge, Ont.

SECTION V

FOREIGN EXPORTERS TO CANADA

Major exporters to Canada of products shown in Section III of this report, who have exported \$30,000 and over, are listed below in descending order of value. These exporters accounted for 82 per cent of the total analyzed value of \$1,922,559.

EXPORTER	ADDRESS -		% of Value
Electromotores	JGVA DO SUL, Brazil		11
Doerr Electric Corp.	Cedarburg, WI, USA		11
Baldor Electric	Fort Smith, AR, USA		10
Ametek Inc.	Racine, WI, USA		10
Leeson Electric Corp. Hawker Siddeley Electric Motors Ltd. Toshiba Corp.	Grafton, WI, USA Huddersfield, U.K. Tokyo, Japan Houston, TX, USA)(1)))	18
General Electric Co.	Erie, PA, USA		4
Reliance Electric Co.	Athens, GA, USA		3
G.E.C. Small Machines Ltd.	Pudsey, U.K.)(1)	8
Westinghouse Electric Corp.	Buffalo, NY USA)	
Century Electric Inc.	St. Louis, MO, USA)	
Teco Electric & Machinery Co. Ltd.	Taipei, Taiwan)(1)	7
Elektrim	Warza, Poland)	
Marathon Electric Mfg. Corp.	Wausau, WI, USA)	
Emerson Electric Co.	St. Louis, MO. USA)	

NOTE: (1) - Aggregated to preserve confidentiality

SECTION VI

MARKET SUMMARY

Imports in this category include A.C. integral three-phase motors. These motors are used mainly to drive a diverse range of processing and production machinery with application in driving fans, pumps, blowers, elevators, machine tools, etc. Increasingly, induction motors are being used in variable-speed-drive applications.

Almost all Canadian production is in the category of A.C. induction motors. During the past several years, the Canadian industry has continuously lost ground to imports which now account for the majority of the Canadian motor market. Local manufacturers also import motors to supplement their range of local production. Previously, imports were largely from industrialized countries; but currently, imports from developing countries are gaining a substantial market share. The principal sources of competitive imports of integral motors in 1981-1984 were the United States, Japan and the United Kingdom.

To counter the growing level of imports, Canadian firms must look at rationalizing production, increasing outputs per line, and furthering their export markets.

SECTION VII

CANADIAN AND FOREIGN TARIFFS

<u>CANADA</u>

A.C. motors included in this analysis were dutiable under the following most commonly applied tariff item.

Tariff Item	<u>Description</u>	British Prefer- ential <u>Tariff</u>	Most Favoured Nation <u>Tariff</u>	General <u>Tariff</u>	General Prefer- ential Tariff	
44516-1	Electric motors, and complete parts thereof, n.o.p1984	11.4% 10.8%	11.4% 10.8%	37.5% 37.5%	7.5% 7%	11.4% 10.8%

(United States falls within MFN category)

Tariff items and rates of duty are subject to change and need to be verified by direct reference to:

Tariff Programs (Tel: (613) 996-9474) Revenue Canada Customs and Excise Ottawa, Ontario KIA OL5

FOREIGN COUNTRIES

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

Trade Information Centre (Tel: (613) 993-6435)
International Bureaux
External Affairs
Ottawa, Ontario
K1A OG2

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