

CONCLUSION

Syria's increased emphasis on agriculture and agro-industry at a time of rapid economic and political changes present highly promising market opportunities. Potential is especially good for dairy cattle, genetic material and related dairy and feedlot equipment as well as dryland farming technology.

Agricultural development in Syria will be coupled with a very high demand for agricultural equipment, long difficult to import and we estimate that the following products and services have the best market prospects:

- Dryland farming technology and services;
- Commodities, including wheat, flour and seed potatoes;
- Food processing equipment;
- Dairy cattle and genetics;
- Livestock enhancement products, including veterinary;
- Fertilizers and pesticides;
- Feed plant equipment and services; and,
- Milling and handling equipment;



Canadian exporters must act quickly to consolidate representation and partners in order to capitalize on opportunities. Participation in agricultural demonstrations and research as well as providing technical services are all excellent ways of promoting Canadian agricultural equipment and products. Those interested in the market should contact the Commercial Section of the Canadian Embassy in Amman, Jordan for specific assistance.