

## Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 342 TEL AVIV

Market: 232 ISRAEL

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 016 AGRICULTURE MACH, EQUIP, TOOLS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	90.00M	\$ 74.00M	\$ 58.00M	\$ 0.00M
Canadian Exports \$	0.40M	\$ 0.30M	\$ 0.20M	\$ 0.00M
Canadian Share of Import Market	0.40%	0.40%	0.30%	0.00%

## Major Competing Countries

## Market Share

- i) 609 EUROPEAN COMMON MARKET C
- ii) 577 UNITED STATES OF AMERICA

060 %  
040 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

0-1 \$M

Current status of Canadian exports: Mature with little growth

Products/services for which there are  
good market prospects

- i) FARM IMPLEMENTS
- ii) FARM STORAGE EQUIPMENT

Current Total Imports In Canadian \$	
\$	0.20 M
\$	0.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- high tariffs

Some Canadian exporters to this market in this sector(sub-sector)  
have enjoyed success previously as a result of a variety of  
factors which the trade office reports to include:

- strong sectoral capability in Canada