Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 319 DAMASCUS

Market: 325 SYRIA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) $	200.00M	$ 200.00M	$ 250.00M	$ 400.00M
Canadian Exports $	5.00M	$ 2.00M	$ 6.60M	$ 20.00M
Canadian Share of Import Market	4.00%	1.00%	3.00%	5.00%

Major Competing Countries	Market Share
i) 620 EUROPE	060 %
ii) 611 MIDDLE EAST OR NEAR EAST	030 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 $M

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian $
i) AGRIC EQUIPMENT AND SERVICES	$ 2.00 M
ii) FOOD PRODUCTS	$ 50.00 M
iii) INCLUDES GRAINS AND OILSEEDS.	$ 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
- non competitive pricing
- non competitive financing from Canada
- other factor(s) described by the Trade Office as follows:
  HIGH TRANSPORTATION COSTS FOR CDN PRODUCTS VIS-A-VIS EUROPEAN SUPPLIERS HAVE BEEN MITIGATING CIRCUMSTANCE IN MARKET PENETRATION EFFORTS. SUBSIDIZATION POLICIES & LACKOF AVAILABLE FINANCING MECHANISMS HAVE FURTHER REDUCED MARKET PROSPECTS FOR CDN PRODUCTS.