

Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 341 CAIRO

Market: 564 ARAB REPUBLIC OF EGYPT

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	170.00M	\$ 150.00M	\$ 155.00M	\$ 0.00M NA
Canadian Exports \$	35.00M	\$ 20.00M	\$ 10.00M	\$ 0.00M NA
Canadian Share of Import Market	21.00%	14.00%	5.46%	0.00%

Major Competing Countries	Market Share
i) 504 FINLAND	000 %
ii) 068 CHILE	000 %
iii) 035 ROMANIA	000 %
iv) 553 UNION OF SOVIET SOC REP	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) WHITEWOOD SPF	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

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
- difficulties in obtaining credit facilities in Canada