

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: DAMASCUS

Market: SYRIA

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

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	250.00 \$M	200.00 \$M	200.00 \$M	250.00 \$M
Canadian Exports	6.50 \$M	2.00 \$M	2.00 \$M	3.00 \$M
Canadian Share of Market	3.00 %	1.00 %	1.00 %	1.60 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries	Market Share
EUROPEAN COMMON MARKET C	60.00 %
MIDDLE EAST OR NEAR EAST	30.00 %

Current Status of Canadian  
exports in this sector/subsector: Market share declining

Products/services for which there are good market prospects:

1. CEREAL GRAINS
2. FOOD PRODUCTS (FINISHED)
3. AGRIC. EQUIPMENT & SERVICES
4. SEED POTATOES

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PFMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada