

Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 631 BUENOS AIRES

Market: 001 ARGENTINA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 018 FEED, FERTILIZER & VET PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	8.00M	\$ 10.00M	\$ 10.00M	\$ 11.00M
Canadian Exports \$	0.20M	\$ 0.10M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	3.00%	1.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 047 BRAZIL	040 %
ii) 609 EUROPEAN COMMON MARKET C	020 %
iii) 577 UNITED STATES OF AMERICA	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$
\$ 4.00 M

i) ANIMAL FEED ADITIVES

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 moderate
- 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:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters