

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BRASILIA

Market: BRAZIL

Sector : GRAINS AND OILSEEDS

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	600.00 \$M	600.00 \$M	900.00 \$M	1000.00 \$M
Canadian Exports	100.00 \$M	100.00 \$M	140.00 \$M	200.00 \$M
Canadian Share of Market	17.00 %	17.00 %	16.00 %	20.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries Market Share

ARGENTINA	45.00 %
UNITED STATES OF AMERICA	10.00 %
FRANCE	15.00 %
EUROPEAN COMMON MARKET C	10.00 %

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

Products/services for which there are good market prospects:

1. WHEAT
2. CORN
3. CANARY SEEDS
4. BARLEY

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Import duties are high
- Restrictive quotas