

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

434

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: DUSSELDORF

Market: GERMANY WEST

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: SEMI & PROCESSED FOOD & DRINK

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	11985.00 \$M	12724.00 \$M	12100.00 \$M	12900.00 \$M
Canadian Exports	21.00 \$M	18.00 \$M	20.00 \$M	21.00 \$M
Canadian Share of Market	0.18 %	0.14 %	0.17 %	0.16 %

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

Major Competing Countries

Market Share

OTHER COUNTRIES	52.00 %
EUROPEAN COMMON MARKET C	42.00 %
COMECON	5.00 %

Current Status of Canadian  
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. PRE-COOKED FROZEN MEALS
2. FRESH & FROZEN BERRIES
3. MAPLE PRODUCTS
4. WILD RICE
5. ORGANIC GRAINS

Factors contributing to current successful Canadian exports:

- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Canada is one of few sources of supply