

Export and Investment Promotion Planning System

87/88 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: 013 SEEDS & SPECIAL CROPS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	8.00M	\$ 7.00M	\$ 7.50M	\$ 7.80M
Canadian Exports \$	0.50M	\$ 0.40M	\$ 0.30M	\$ 0.60M
Canadian Share of Import Market	6.20%	5.70%	4.00%	7.70%

Major Competing Countries

Market Share

- | | |
|----------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 050 % |
| ii) 609 EUROPEAN COMMON MARKET C | 030 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) FORAGE SEEDS	\$ 0.50 M
ii) CEREAL SEEDS	\$ 4.00 M
iii) PULSES	\$ 2.00 M

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

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

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 of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

THIS TRADE IS MAINLY IN HANDS OF LARGE AMERICAN/EUROPEAN FIRMS WITH GLOBAL KNOWN PRODUCTS.