

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: CATR0

Market: ARAB REPUBLIC OF EGYPT

Sector : GRAINS AND DILSFEDS

Sub-Sector: GRAIN HANDLING EQUIPMENT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	581.00 \$M	708.00 \$M	863.00 \$M	1424.00 \$M
Canadian Exports	49.00 \$M	18.00 \$M	5.00 \$M	10.00 \$M
Canadian Share of Market	8.43 %	2.58 %	0.57 %	0.70 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 30-60 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	65.00 %
EUROPEAN COMMON MARKET C	20.00 %
BRAZIL	5.00 %

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

Products/services for which there are good market prospects:

1. GRAIN STORAGE & HANDLING EQUIP
2. BARLEY
3. WHEAT AS FOOD AID

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are low
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored