

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RABAT

Market: MOROCCO

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: MARINE HARV, PROC MACH & EQUIP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	37.00 \$M	40.00 \$M	50.00 \$M	60.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

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

Major Competing Countries

Market Share

FRANCE	50.00 %
SPAIN	25.00 %
JAPAN	15.00 %
GERMANY WEST	5.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. Engins de pêche
2. Radars, sonars
3. Chaîne de froid
4. Equipement de conserverie
5. Services de consultation

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

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