

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: NAIROBI

Market: KENYA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: SERVICES INCLUDING CONSULTING

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	210.00 \$M	225.00 \$M	230.00 \$M	240.00 \$M
Canadian Exports	1.00 \$M	0.50 \$M	1.00 \$M	1.50 \$M
Canadian Share of Market	0.50 %	0.20 %	0.40 %	0.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

UNITED KINGDOM	20.00 %
GERMANY WEST	10.00 %
DENMARK	5.00 %
UNITED STATES OF AMERICA	18.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. professional and management consulting services
2. edible oil supply
3. animal and poultry breeding stock
4. agricultural machinery and tools
5. animal feed
6. fertilizer
7. veterinary pharmaceuticals

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada