

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: CATRO

Market: ARAB REPUBLIC OF EGYPT

Sector : AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	5060.00 \$M	4860.00 \$M	4000.00 \$M	3650.00 \$M
Canadian Exports	6.00 \$M	23.00 \$M	5.00 \$M	35.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	1.00 %

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

## Major Competing Countries

## Market Share

EUROPEAN COMMON MARKET C	53.00 %
ASIA OR FAR EAST	10.00 %
UNITED STATES OF AMERICA	17.00 %

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

## Products/services for which there are good market prospects:

1. DAIRY CATTLE SEMEN & EMBRYO TRANSPLANT
2. LENTILS & LINSFED
3. DRY LAND FARMING CONSULTANCY
4. TOBACCO
5. BAKERY EQUIPMENT
6. CULTIVATION & HARVESTING EQUIP. SEEDERS. FERTILIZERS
7. POTASH FERTILIZER & SILOS
8. SEED POTATOES

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- PFMD support
- Fairs and Missions support
- CTOA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing