

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BAGHDAD

Market: IRAQ

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	0.00 \$M	1000.00 \$M	2000.00 \$M
Canadian Exports	0.10 \$M	0.80 \$M	0.20 \$M	1.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.05 %

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

Major Competing Countries	Market Share
JAPAN	0.00 %
EUROPEAN COMMON MARKET C	0.00 %
UNITED KINGDOM	0.00 %

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

Products/services for which there are good market prospects:

1. APPAREL & TEXTILES
2. JEWELLERY & GIFTWARE
3. LEISURE PRODUCTS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- LACK OF INTEREST DUE TO WAR AND
- FINANCING SITUATION