

RPTCL TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM  
 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ADDIS ABAJA

Market: ETHIOPIA

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

Sub-Sector: SERVICES INCLUDING CONSULTING

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	239.00 \$M	179.00 \$M	58.40 \$M
Canadian Exports	0.00 \$M	82.00 \$M	52.00 \$M	20.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

## Major Competing Countries

## Market Share

SWEDEN	0.00 %
AUSTRALIA	0.00 %
UNITED STATES OF AMERICA	0.00 %
UNITED KINGDOM	0.00 %
FINLAND	0.00 %

## Current Status of Canadian

exports in this sector/subsector: No export results to date

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

1. FORESTRY DEVT.
2. CONSULTANCY SERVICES
3. AGRICULTURAL EQPT
4. IRRIGATION

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Strong sectoral capability in Canada

## Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- Market prospects have not been adequately explored