

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 631 BUENOS AIRES

Market: 001 ARGENTINA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	120.00M	\$ 110.00M	\$ 130.00M	\$ 120.00M
Canadian Exports \$	5.00M	\$ 6.00M	\$ 2.00M	\$ 1.50M
Canadian Share of Import Market	4.00%	5.50%	1.50%	1.20%

Major Competing Countries

Market Share

i) 047 BRAZIL	070 %
ii) 008 URUGUAY	005 %
iii) 068 CHILE	005 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

- i) DAIRY PRODUCTS
- ii) SEMI PROCESSED FOOD

In Canadian \$
\$ 10.00 M
\$ 8.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters