

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 637 SAO PAULO

Market: 047 BRAZIL

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1500.00M	\$ 1300.00M	\$ 400.00M	\$ 400.00M
Canadian Exports \$	100.00M	\$ 85.00M	\$ 55.00M	\$ 60.00M
Canadian Share of Import Market	7.00%	7.00%	14.00%	15.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	040 %
ii) 001 ARGENTINA	015 %
iii) 609 EUROPEAN COMMON MARKET C	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

- i) FERTILIZERS (POTASH)
- ii) DAIRY AND BEEF BREEDING CATTLE
- iii) SHEEP, GOATS, SWINE
- iv) GENETIC MATERIAL
- v) SEED POTATOES
- vi) DAIRY PRODUCTS
- vii) POULTRY AND HATCHING EGGS
- viii) FOOD PROCESSING EQUIPMENT
- ix) FROZEN BEEF/PORK
- x) AGRICULTURAL MACHINERY

Current Total Imports

In Canadian \$
\$ 250.00 M
\$ 5.00 M
\$ 1.00 M
\$ 6.00 M
\$ 2.00 M
\$ 150.00 M
\$ 2.00 M
\$ 10.00 M
\$ 200.00 M
\$ 10.00 M

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: IRRIGATION PROJECT
- Approximate Value: \$ M
- Financing Source: 001 IBRD
- For further info. please contact:
CONGEN, SAO PAULO TLX: 38-1123230