

## Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 631 BUENOS AIRES

Market: 001 ARGENTINA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 011 ANIMAL, POULTRY BREEDING STOCK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	5.00M	\$ 4.00M	\$ 4.00M	\$ 5.00M
Canadian Exports \$	1.00M	\$ 0.60M	\$ 0.50M	\$ 0.90M
Canadian Share of Import Market	20.00%	15.00%	12.00%	18.00%

## Major Competing Countries

## Market Share

- |                                  |       |
|----------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA  | 060 % |
| ii) 609 EUROPEAN COMMON MARKET C | 020 % |

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

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

- |                       |                |
|-----------------------|----------------|
| i) HOLSTEIN LIVESTOCK | In Canadian \$ |
| ii) POULTRY           | \$ 0.50 M      |
|                       | \$ 0.30 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
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters