

Export and Investment Promotion Planning System

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

Region: AFRICA

Mission: 303 NAIROBI

Market: 279 KENYA

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) \$	90.00M	\$ 60.00M	\$ 55.00M	\$ 40.00M
Canadian Exports \$	3.00M	\$ 0.33M	\$ 0.15M	\$ 0.00M
Canadian Share of Import Market	3.33%	0.54%	0.27%	0.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	020 %
ii) 128 GERMANY WEST	018 %
iii) 232 ISRAEL	012 %
iv) 507 SWEDEN	010 %
v) 265 JAPAN	010 %
vi) 577 UNITED STATES OF AMERICA	010 %

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

In Canadian \$

i) BOVINE SEMEN	\$ 1.00 M
ii) AGRICULTURAL MACHINERY & EQUIPMENT	\$ 15.00 M
iii) CONSULTING SERVICES	\$ 10.00 M
iv) EMBRYO TRANSFER TECHNOLOGY	\$ 0.30 M
v) VETERINARY PHARMACEUTICALS	\$ 1.00 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: AGRICULTURE NATIONAL EXTENSION II

Approximate Value: \$ 20.0 M

Financing Source:

For further info. please contact:

G. DUNFORD CDN HIGH COMM NAIROBI TLX: 22198 DOMCAN