

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: CAIRO

Market: ARAB REPUBLIC OF EGYPT

Sector : GRAINS AND OILSEEDS

Sub-Sector: CEREAL GRAINS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	300.00 \$M	300.00 \$M	360.00 \$M	360.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	18.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	5.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	47.00 %
EUROPEAN COMMON MARKET C	31.00 %
ASIA OR FAR EAST	22.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date.

Products/services for which there are good market prospects:

1. CANOLA OIL IN BULK
2. CANOLA MEAL
3. CONSULTANCY FOR CANOLA FARM MANAGEMENT

Factors contributing to current successful Canadian exports:

- Import duties are low

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Market prospects have not been adequately explored
- CANOLA IMPORTS & LOCAL CULTIVATION
- IS ONLY NOW BEING APPROVED BY GOVT.