

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: RIYADH

Market: SAUDI ARABIA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	6300.00 \$M	4800.00 \$M	4200.00 \$M	3300.00 \$M
Canadian Exports	105.00 \$M	92.00 \$M	180.00 \$M	100.00 \$M
Canadian Share of Market	1.70 %	1.90 %	4.20 %	3.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	34.00 %
NETHERLANDS	21.00 %
UNITED KINGDOM	10.00 %
AUSTRALIA	13.00 %
FRANCE	10.00 %
GERMANY WEST	12.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. BARLEY SEEDS
2. POTATO SEEDS
3. IMPLEMENTS
4. FARM MANAGEMENT
5. FOOD
6. WHEAT/BARLEY/POTATO SEEDS TECH.
7. FOOD PROCESSING TECH

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- PFMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada