Export and Investment Promotion Planning System

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

Region: EASTERN EUROPE

Mission: 476 BUCHAREST

Market: 035 ROMANIA

Sector: 003 GRAINS AND OILSEEDS

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) $	80.00M	$ 70.00M	$ 90.00M	$ 68.00M
Canadian Exports $	10.00M	$ 5.00M	$ 20.50M	$ 5.50M
Canadian Share of Import Market	12.50%	7.00%	23.00%	8.00%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	060 %
ii) 047 BRAZIL	020 %
iii) 616 OTHER COUNTRIES	020 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 $M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian $
i) BARLEY	$ 40.00 M
ii) RYE	$ 0.00 M
iii) CANOLA	$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).
- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

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
- non-tariff protectionist measures which are difficult to overcome