

Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 633 SANTIAGO

Market: 068 CHILE

Sector: 001 AGRI & FOOD PRODUCTS & 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) \$	2.50M	\$ 1.70M	\$ 1.40M	\$ 0.00M
Canadian Exports \$	0.62M	\$ 0.34M	\$ 0.34M	\$ 0.00M
Canadian Share of Import Market	25.00%	20.00%	24.29%	0.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	030 %
ii) 354 NETHERLANDS	025 %
iii) 128 GERMANY WEST	020 %
iv) 577 UNITED STATES OF AMERICA	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$
\$ 0.34 M

i) BOVINE SEMEN

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
EUROPEAN IMAGE IS VERY STRONG. THEY WERE THE FIRST TO EXPORT SEMEN TO CHILE. CANADA IS A FAIRLY NEW COMER BUT OUR SHARE OF MARKET IS GROWING STEADILY.