

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM
89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: AMMAN

Market: JORDAN

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	325.00 \$M	320.00 \$M	300.00 \$M	200.00 \$M
Canadian Exports	0.40 \$M	1.00 \$M	2.00 \$M	3.00 \$M
Canadian Share of Market	0.12 %	0.30 %	0.90 %	1.70 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries	Market Share
MIDDLE EAST OR NEAR EAST	40.00 %
EUROPEAN COMMON MARKET C	30.00 %
UNITED STATES OF AMERICA	15.00 %
ASIA OR FAR EAST	10.00 %

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

Products/services for which there are good market prospects:

1. FLOUR, PROCESSED FOODS AND FEED
2. AGRICULTURAL CONSULTING SERVICES
3. DRY LAND FARMING EQUIPMENT
4. LIVESTOCK TECHNICAL SERVICES

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- PFMD support
- Fairs and Missions support
- Provincial export promotion
- CTDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory