

Export and Investment Promotion Planning System

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

Region: AFRICA

Mission: 301 ADDIS ABABA

Market: 274 ETHIOPIA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

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) \$	32.70M	\$ 22.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	2.50M	\$ 0.60M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	7.40%	2.70%	0.00%	0.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	030 %
ii) 354 NETHERLANDS	020 %
iii) 504 FINLAND	020 %
iv) 268 KOREA	013 %
v) 237 ITALY	010 %

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

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CONSULTING SERVICES	\$ 0.00 M
ii) AGRI. MACHINERY	\$ 0.00 M

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

- 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
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada