

Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 631 BUENOS AIRES

Market: 001 ARGENTINA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 013 SEEDS & SPECIAL CROPS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	5.00M	\$ 6.00M	\$ 7.00M	\$ 7.50M
Canadian Exports \$	0.20M	\$ 0.20M	\$ 0.30M	\$ 0.30M
Canadian Share of Import Market	4.00%	3.00%	4.00%	4.00%

Major Competing Countries

Market Share

- | | |
|----------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 040 % |
| ii) 609 EUROPEAN COMMON MARKET C | 030 % |

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

i) FORRAGE SEEDS	In Canadian \$
ii) PULSES	\$ 4.00 M
	\$ 1.00 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 moderate

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
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- 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:

IT IS DIFFICULT FOR CANADIAN FIRMS TO PENETRATE THIS MARKET WHICH IS DOMINATED BY MULTINATIONALS