

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TFI AVIV

Market: ISRAEL

Sector : AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Sub-Sector: AGRICULTURE MACH. EQUIP. TOOLS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	170.00 \$M	190.00 \$M	220.00 \$M
Canadian Exports	0.00 \$M	27.50 \$M	32.00 \$M	38.00 \$M
Canadian Share of Market	0.00 %	16.10 %	16.80 %	17.20 %

Cumulative 3 year export potential for  
 CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
EUROPEAN COMMON MARKET C	40.00 %
UNITED STATES OF AMERICA	60.00 %

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

Products/services for which there are good market prospects:

1. PULSES
2. SPECIALTY FOOD ITEMS (E.G. FISH PRODUCTS)
3. FARM IMPLEMENTS
4. GRAIN HANDLING AND STORAGE EQUIPMENT
5. PEAT
6. BIOTECHNOLOGY (SERVICES)

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Fairs and Missions support
- Trade Fair activity
- Strong sectoral capability in Canada
- Competitive Canadian financing