

Export and Investment Promotion Planning System

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

Region: EASTERN EUROPE

Mission: 475 MOSCOW

Market: 553 UNION OF SOVIET SOC REP

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) \$	125.00M	\$ 125.00M	\$ 100.00M	\$ 100.00M
Canadian Exports \$	6.00M	\$ 5.00M	\$ 5.00M	\$ 4.50M
Canadian Share of Import Market	4.80%	4.00%	4.00%	4.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	020 %
ii) 128 GERMANY WEST	030 %
iii) 051 UNITED KINGDOM	020 %
iv) 093 DENMARK	015 %
v) 370 NEW ZEALAND	010 %

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

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospectsCurrent Total Imports
In Canadian \$

i) BOVINE SEMEN	\$ 6.00 M
ii) LIVE CATTLE	\$ 0.00 M
iii) DRYLAND AG. EQUIPMENT	\$ 2.00 M
iv) GRAIN HANDLING TECHNOLOGY	\$ 5.00 M
v) BOVINE EMBRYOS	\$ 1.00 M
vi) PULSES	\$ 5.00 M
vii) CATTLE HIDES	\$ 5.00 M

Projects or portion of projects which are still in the planning
stage and for which Canadian companies might have reasonable prospects.

i) Project Name: SOVIET HOLSTEINIZATION PROGRAM

Approximate Value: \$ 50 M

Financing Source: 023 EDC 012 DOM

For further info. please contact:

ANDRE BENOIT, MOSCOW TLX: 413401 DMCAN SU