

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: CAIRO

Market: ARAB REPUBLIC OF EGYPT

Sector : FISHERIES, SEA PRODUCTS &amp; SERV.

Sub-Sector: FISH &amp; SHELLFISH &amp; OTHER PROD

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	71.00 \$M	75.00 \$M	75.00 \$M	80.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	1.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

## Major Competing Countries

## Market Share

EUROPEAN COMMON MARKET C	55.00 %
UNION OF SOVIET SOC REP	30.00 %
ARGENTINA	5.00 %
UNITED STATES OF AMERICA	7.00 %

## Current Status of Canadian

exports in this sector/subsector: Small but expanding

## Products/services for which there are good market prospects:

1. MACKEREL
2. HORSER MACKEREL
3. HAKE
4. RED SNAPPER
5. GREY MULLLET
6. SALMON
7. SEA BREAM
8. LOBSTER

## Factors contributing to current successful Canadian exports:

- Competitive pricing
- Canada is one of few sources of supply

## Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Non-competitive pricing
- IMPORTANT ON FISH
- LACK OF INTEREST IN EGYPT MKT CON
- PROV REGULATE THE PROCESS OF HAKE