

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: EASTERN EUROPE

Mission: 471 WARSAW

Market: 099 POLAND

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 017 FOOD HANDLING, PROCESSING EQUIP

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 150.00M	\$ 150.00M	\$ 180.50M
Canadian Exports \$	0.00M NA	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00% NA	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 123 EAST GERMANY	018 %
ii) 128 GERMANY WEST	015 %
iii) 512 SWITZERLAND	013 %
iv) 354 NETHERLANDS	011 %
v) 093 DENMARK	011 %
vi) 553 UNION OF SOVIET SOC REP	004 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports:

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) FOOD PROCESSING LINES	\$ 0.00 M
ii) DAIRY PROCESSING PLANT EQUIPMENT	\$ 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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters