Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 346 BAGHDAD

Market: 305 IRAQ

Sector: 003 GRAINS AND OILSEEDS

Subsector: 032 OILSEEDS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) $	250.00M	$ 250.00M	$ 230.00M	$ 230.00M
Canadian Exports $	0.00M	$ 0.00M	$ 0.00M	$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries	Market Share
i) 344 MALAYSIA	000 %
ii) 431 PHILIPPINES	000 %
iii) 206 INDIA	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 $M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects	Current Total Imports In Canadian $
i) CANOLA SEED	$ 0.00 M
ii) CANOLA OIL	$ 0.00 M
iii) CANOLA MEAL	$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

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 pricing
- 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
- other factor(s) described by the Trade Office as follows:
  POST HAS BEEN ADVISED BY CDN INDUSTRY THAT IRAQ & ARAB COUNTRIES ARE NOT PRIORITY MARKETS FOR CDN CANOLA BECAUSE PREVAILING FEAR IS THAT EUROPEAN RAPESEED PRODUCERS COULD DRASTICALLY CUT PRICES TO KEEP CANOLA OUT OF MARKET.