

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOGOTA

Market: COLOMBIA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	253.00 \$M	223.00 \$M	239.00 \$M	251.00 \$M
Canadian Exports	52.00 \$M	64.00 \$M	68.00 \$M	72.00 \$M
Canadian Share of Market	21.00 %	29.00 %	31.00 %	29.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	25.00 %
BRAZIL	15.00 %
ARGENTINA	10.00 %
GERMANY WEST	5.00 %
FRANCE	5.00 %
AUSTRALIA	5.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Fertilizers
2. Harvesters, combines, seeders
3. Implements for soil preparation and cultivation
4. Grain milling equipment
5. Dairy equipment (milking and other)
6. Fumigation equipment (aerial and surface)
7. Incubators, hatchers, mixers, crushers, etc.
8. Food processing equipment.
9. seeds (vegetables, pasture, flowers) nursery stock
10. Live animals
11. veterinary products
12. semen and embryos