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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BELGRADE

Market: BULGARIA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: FOOD HANDLING, PROCESSING EQUIP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	60.00 \$M	60.00 \$M	40.00 \$M	50.00 \$M
Canadian Exports	0.50 \$M	0.50 \$M	12.00 \$M	18.00 \$M
Canadian Share of Market	0.80 %	0.80 %	30.00 %	36.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries	Market Share
SWEDEN	30.00 %
AUSTRIA	30.00 %
GERMANY WEST	15.00 %
POLAND	10.00 %

Current Status of Canadian  
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. Meat processing equipment
2. Tobacco processing equipment
3. Food sterilization
4. Food packaging

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing