

Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 342 TEL AVIV

Market: 232 ISRAEL

Sector: 003 GRAINS AND OILSEEDS

Subsector: 031 CEREAL GRAINS

| Statistical Data On Sector/sub-sector | Next Year (Projected) | Current Year (Estimated) | 1 Year Ago | 2 Years Ago |
|---------------------------------------|-----------------------|--------------------------|------------|-------------|
| Mkt Size(import) \$ | 240.00M | \$ 238.60M | \$ 258.40M | \$ 0.00M |
| Canadian Exports \$ | 22.00M | \$ 21.60M | \$ 26.60M | \$ 0.00M |
| Canadian Share of Import Market | 11.00% | 9.00% | 10.20% | 0.00% |

Major Competing Countries

Market Share

| | |
|----------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 080 % |
| ii) 609 EUROPEAN COMMON MARKET C | 020 % |
| iii) 288 SOUTH AFRICA | 000 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$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) OILSEEDS/CANOLA | \$ 0.00 M |
| ii) BARLEY | \$ 15.20 M |
| iii) WHEAT | \$ 6.40 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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

DEMAND FOR OFFSETS AGAINST BARLEY SALES: WHEAT SUPPLIED UNDER US AID PACKAGE.