Export and Investment Promotion Planning System

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

Region: WESTERN EUROPE

Mission: 402 ATHENS

Market: 159 GREECE

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 013 SEEDS & SPECIAL CROPS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	$ 12.50M	$ 13.00M	$ 12.50M	$ 12.90M
Canadian Exports	$ 3.30M	$ 3.00M	$ 2.30M	$ 0.74M
Canadian Share of Import Market	26.00%	23.00%	18.00%	6.00%

Major Competing Countries	Market Share
i) 354 NETHERLANDS	030 %
ii) 128 GERMANY WEST	002 %
iii) 112 FRANCE	013 %
iv) 577 UNITED STATES OF AMERICA	012 %

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

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian $
i) SEED POTATOES	$ 5.50 M
ii) LENTILS	$ 6.20 M
iii) BEANS	$ 0.50 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).
- there are import restrictions which can present significant problems
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:
- the unsuitability of Canadian products for this market
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
  EC DEROGATION PROBLEM