

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: LAGOS

Market: NIGERIA

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	180.00 \$M	200.00 \$M	250.00 \$M	250.00 \$M
Canadian Exports	0.50 \$M	1.00 \$M	1.00 \$M	1.50 \$M
Canadian Share of Market	0.30 %	0.50 %	0.40 %	0.60 %

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

Major Competing Countries

Market Share

ROMANIA	20.00 %
UNITED KINGDOM	17.00 %
GERMANY WEST	8.00 %
BULGARIA	5.00 %
ITALY	5.00 %
AUSTRIA	3.00 %

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

Products/services for which there are good market prospects:

1. Irrigation/Water Equipment and Services
2. Grains Storage Equipment and Services
3. Consulting Services

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory