

Export and Investment Promotion Planning System

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

Region: MIDDLE EAST

Mission: 341 CAIRO

Market: 564 ARAB REPUBLIC OF EGYPT

Sector: 010 MINE, METAL, MINERAL PRODD & SRV

Subsector: 102 MINERALS AND MINERAL PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	255.00M	\$ 250.00M	\$ 235.00M	\$ 0.00M NA
Canadian Exports \$	30.00M	\$ 25.00M	\$ 20.00M	\$ 0.00M NA
Canadian Share of Import Market	12.00%	10.00%	8.50%	0.00%

Major Competing Countries

Market Share

i) 553 UNION OF SOVIET SOC REP	000 %
ii) 011 AUSTRALIA	000 %
iii) 128 GERMANY WEST	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

i) COAL	In Canadian \$	\$ 0.00 M
ii) SULPHUR		\$ 0.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- 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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters