

BACILLUS THURINGIENSIS MIDDLE EAST MARKETS

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In this case study, an international law firm engaged CPL Business Consultants to quantify potential sales loss for specific Bacillus thuringiensis products and insecticidal/herbicidal soap products in the Middle East. CPL's detailed report included values and volumes of specific products for each country and an overall valuation for regional sales.

The purpose of this study was to determine the potential loss of profits for *Bacillus thuringiensis*, the microbial pesticide, and insecticidal/herbicidal soaps in several Middle Eastern markets, for legal proceedings related to an alleged breach of a distribution agreement. This report evaluated the potential markets in Egypt, Syria, Jordan, United Arab Emirates, Oman and Lebanon, providing the information required. Subsequently, the lawyers claimed fair compensation for the alleged breach of contract based on CPL's expert witness.

Click here for a PDF of [the contents of the study](#), or look below for an outline.

BACILLUS THURINGIENSIS MIDDLE EAST MARKETS

Summary

Introduction

Basis of calculations

***Bacillus thuringiensis* Potential Middle East Markets**

Jordan e.g.

- Cotton
- Potatoes
- Vegetables
- Sugar Beet
- Cereals

Egypt e.g.

- Cotton
- Citrus
- Groundnuts
- Tobacco
- Date Palm

Syria e.g.

- Olives
- Vines
- Fruit Trees
- Vegetables
- Potatoes

United Arab Emirates e.g.

- Date Palm
- Tomato
- Vegetables
- Eggplant (Aubergine)
- Pumpkin

Oman e.g.

- Date Palm
- Vegetables
- Watermelon
- Tomato
- Onion

Lebanon e.g.

- Olives
- Fruit Trees
- Vines
- Gourds
- Tobacco

In addition to the Middle East, CPL Business Consultants has also, for example, worked on Bacillus thuringiensis [markets in Europe](#) and [Asia](#). You can also find further examples of our work on [biopesticides on this site](#). Please look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables and differentiators. You can also review [eight case studies](#).