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• **Oil and Gas** — The current level of oil and gas production, an average of 125,000 barrels per day, is expected to triple within five years requiring an investment of US\$3 billion. In 1996, the Peruvian government will complete the privatization of Petroperú, its national oil company.

This will present excellent opportunities for Canadian companies in exploration concessions and equipment and services.

• **Agriculture** — Peru is a major importer of agri-food products, importing over US\$13 billion in 1995, with Canada's share at \$29 million. It has a rapidly growing consumer population that is familiar with North American goods and services and which views Canada as a source of high-quality products. Emerging opportunities can also be found in livestock and value-added food products.

• **Telecommunications** — Planned investment in the Peruvian telecommunications sector over the next five years is estimated at US\$1 billion. Plans are under way to install 1.5 million new lines by 1999 and to offer data communication and other value-added services such as call waiting and voice mail.

• **Environment** — The Peruvian market for environmental equipment and services is very promising for Canadian companies. Regulations and controls to protect the environment have been introduced in recent years in recognition of the need for assessments and remedial practices, especially in the mining, petroleum, fishing and sanitation sectors.

• **Power and Energy** — Peru has great need for electrical power and energy. The expansion of the electrical grid has already started with the privatization of state-owned enterprises, which should

provide considerable opportunity for Canadian firms.

• **Forestry and Paper Products** — Peru has huge forestry resources that are virtually untapped and Canadian companies can actively participate in this sector by providing equipment, investment and consulting services. New forest legislation, expected to be passed this year, to improve the sector's investment profile should create opportunities for Canadians.

• **Health Care** — Planned investment in the public health-care sector to 1998 is expected to total US\$500 million. Virtually all of Peru's medical and health-care product needs are imported, spelling considerable potential for Canadian medical suppliers.

Success Story

ROWNTREE EXPORTS INC. of Brampton, Ont., a major exporter of Canadian livestock, has been selling large numbers of livestock to Peru since 1988.

After some interruption in the mid-1990s, shipments of Rowntree livestock to Peru resumed last December. The company is confident it will reestablish its previous export levels to Peru of "\$1.25 million per year.

Rowntree Vice-President, Dean Rowntree says: "The current dairy genetic base in Peru is in need of significant improvement and Canada can provide the world's best."

"We feel that Peru offers a strong market for us, both in livestock and semen, and for other specialized services and equipment as well," he says.

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Colombia

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systems and satellite infrastructure also present good opportunities. CIDA has approved a four-year, \$4-million project to provide technical assistance to Colombia's Telecommunications Regulatory Commission.

Success Story

NORTHERN TELECOM LIMITED (NORTEL), Mississauga, Ont. concluded an association contract with Colombia's Empresa Nacional de Telecomunicaciones (TELECOM) back in 1994 for the installation and operation of over 200,000 telephone lines throughout the country.

The 9-year arrangement represents an investment of some US\$350 million.

Happy customers are a key to success: last year, Celumovil completed a similar US\$40-million arrangement with Nortel for the installation of over 45,000 lines and related digital equipment in the province of Boyaca.

Most of the work, to be completed before the end of the year, will give the region a line density of up to 20 lines per 100 people, representing a level of coverage well above the norm in Colombia and Latin America in general.

Quality product has also made Nortel the leading supplier of wireless switching and telephony equipment in Colombia. The company has worked with TELECOM as well as with Colombian cellular providers such as Ocel, Comcel and Celumovil.

As for the future, Nortel is considering participating in a recently released tender for the provision of equipment and services for a national fibre optic network.

For more information on Nortel or its presence in Colombia, contact Bill Neil, Director, Government Relations-International, in Ottawa. Tel.: (613) 783-8904; Fax: (613) 783-8910.