

As part of your aggressive approach to selling Brazilian goods and services, we would like to see more of you visiting Canada, and spending time in our country, getting a feel for new opportunities and looking for situations where you have a competitive edge.

Of course, while you are there, we will help you develop an increased awareness of what Canada has to offer. That is the only way we can continue the growth of mutually beneficial commercial relations.

Trade is only one aspect of the economic relationship between our two countries. Another, just as significant, is investment.

The latest statistics available show Canada ranked sixth as a source of foreign investment capital in Brazil. According to the Brazilian Central Bank, official investment and re-investment was valued at just short of \$1 billion. That is not the estimated market value based upon assets controlled, which would be considerably higher.

Canadian statistics show Brazil to be the fourth ranked recipient of Canadian investment abroad, after the United States, Britain and Australia.

As we know in Canada, investment capital is critical to a developing economy. It is the fuel of growth providing the jobs and the technology to produce wealth.

When I look at the number of Canadian firms with major investments in Brazil - Alcan, Brascan, Moore Corporation, Noranda, Massey-Ferguson, Bata, Seagrams and the major Canadian banks - I am impressed by the extensive commitment they have made to Brazil.

I am told that there has been a significant increase in the number of smaller Canadian firms looking at establishing operations in Brazil. In this sector, there are almost unlimited opportunities for joint ventures, licencing and transfer of technology etc.

In this regard, I am pleased to note that the Brazil-Canada Tax Treaty has been signed and now awaits congressional and parliamentary ratification. I know your Chamber has been actively pursuing this Treaty for some years since it will further facilitate investment flows between our two countries.