

Export and Investment Promotion Planning System

MISSION: 635 BRASILIA

COUNTRY: 047 BRAZIL

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: BRASILSAT III AND IV

Approximate Value: \$ 150 M

Financing Source: 023 EDC

For further info. please contact:

EMBASSY TLX:061-1296

iii) Project Name: ILS/MLS - DEVELOPMENT PROGRAM

Approximate Value: \$ 20 M

Financing Source: 011 CIDA 023 EDC

For further info. please contact:

EMBASSY TLX:061-1296

iv) Project Name: TELEPHONE NETWORK EXPANSION (RURAL TELEPHONY)

Approximate Value: \$ 10 M

Financing Source: 024 BC 023 EDC

For further info. please contact:

EMBASSY TLX:061-1296

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

IN MANY CASES SUCCESS WITH OPPORTUNITIES BEING EXPLORED BY CDN COMPANIES, WILL DEPEND UPON GOVERNMENT DEVELOPMENT PRIORITIES.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing