



## Prospects Promising in Chile — Continued from p

than \$1.7 billion, including \$918 million in contracts and \$846 million in agreements in principle with Chilean partners.

In the following year, Canadian companies announced additional investments valued at US\$1.3 billion. Today, there are more than 50 Canada-Chile joint ventures operating in Chile, ranging from building industrial machinery to fighting forest fires.

### Future Prospects Promising

Prospects are excellent for continued growth in commercial relations between Canada and Chile. With the signing of the Free Trade Agreement between the two countries, Canadian access to Chilean markets will increase significantly. Among the Agreement's key features are: immediate duty-free access for most Canadian industrial goods and the elimination of Chile's 11-per-cent import duty on almost all remaining industrial and resource-based goods over five years; significant new protec-

tion for Canadian investments in Chile; and new guarantees for Canadian exporters of services.

### Ample Opportunities

Opportunities abound for Canadian businesses across a wide range of sectors. Chilean imports of Canadian-produced mining equipment more than doubled between 1992 and 1994 to reach \$15.4 million. For the past several years, Canada has been Chile's largest foreign investor in the mining sector, with more than US\$5 billion in actual and planned investment. Chile also has the most stable and fastest-growing economy in its region. Over the last decade, annual economic growth has averaged almost 7 per cent.

There are opportunities for Canadian companies in Chile's forestry and fisheries industries. With environmental responsibility a priority for the Chilean government, Canadian environmental technology and expertise will

be an important growth area. Chile's expanding economy has created increased demand for new energy systems. Canadian agri-food companies are well placed to respond to Chile's increasing requirements for wheat, lentils, peas and beans, and to an expanding and diversifying market for processed foods.

There is also strong potential for business in the key telecommunications sector, due to the recent privatization and deregulation of the industry, and the government's decision to permit full competition in the sector. As well, service requirements in telecommunications, transportation, energy, finance and construction are expected to rise significantly in the near future.

For further information on Canada-Chile trade opportunities, contact Charlotte Ward, Latin America and Caribbean Trade Division, Foreign Affairs and International Trade, Ottawa, Fax: (613) 943-8806.

## KDM Electronics Incorporated — Continued from page 2

dians are good at what we do, but we have to be more entrepreneurial."

As for recognition back home, he cites the classic example that Canadian companies are often discovered by a fellow Canadian at a foreign trade show.

"If you can find a niche market for your product," he adds, "you have a good potential for growth in that market, but it won't happen overnight," he warns. "You got to work at it."

And there are many ways: going to trade shows, finding a good sales rep, contacting Cana-

da's Trade Commissioners (at the International Trade Centres in each province and at all the Consulates in the U.S.A.), getting on the Department of Foreign Affairs and International Trade's WIN-EXPORT data base.

KDM has gone most of these routes, and has met with success. The now 60-80 per cent export-based company is not only present throughout the U.S.A. — hockey rinks, gymnasiums, warehouses, superstores, schools — but it has started going farther afield, knocking on doors in Switzerland, The Netherlands,

Australia, Taiwan and Thailand.

"Exporting doesn't happen overnight," explains KDM's President. "You have to pick a niche market, and do it well.

"And remember," he adds, "Americans are very discerning customers: they don't want junk, you have to take them seriously, treat them well, and they'll be excellent and very loyal customers."

For more information on KDM (including its line of modular components) or its success in the U.S.A., contact company President Ron Bull. Tel.: (416) 439-7158, or 1-800-567-6282. Fax: (416) 439-7232.