

Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

COUNTRY: 068 CHILE

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
- competitive export pricing for this market

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO IDENTIFY WHICH TYPE OF SONAR EQUIPMENT IS THE MOST IN DEMAND FOR THE FISHING INDUSTRY AND SOURCE CANADIAN SUPPLIER

Results Expected: INTRODUCE 1 OR 2 SONAR MANUFACTURERS TO THE MARKET

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: CONDUCT A SURVEY ON THE NEEDS IN CHILE FOR HOME AND INDUSTRIAL SECURITY EQUIPMENT AND CONTACT CANADIAN SUPPLIERS ACCORDINGLY

Results Expected: TO HAVE 4 CANADIAN EXPORTERS ESTABLISH THEMSELVES LOCALLY THROUGH AN AGENT