

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

288

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative
- TARIFFS VARY WIDELY & CAN BE AN
- IMPEDIMENT DEPENDING ON PRODUCT.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTINUE TO ASSIST VARIOUS CDN EXPORTERS OF COD.  
Expected Results: INCREASE CDN MARKET SHARE TO 20% OR MORE.

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

Activity: MAINTAIN CONTACTS W/BRZLN IMPS TO IDENTIFY NEW REQ.  
Expected Results: OCCASIONAL SALES AMOUNTING TO CLOSE TO 1 MILLION/YEAR.

Activity: PROMOTE LUXURY FISH ITEMS W/SPECIALIZED IMPORTERS IN BRAZIL  
Expected Results: UP TO 1 MILLION PER YEAR IN SALES.