

In the automobile sector, the production of USA type trucks and the small but increasing imports of USA type cars has created an expanding market for the Original Equipment Market and Aftermarkets Autoparts.

Brazil, Japan and the United States are our main competitors in the transportation sector.

Agriculture and Agri-food

Canada has had substantial success in introducing Canadian genetics in the dairy industry, 60% of Argentine dairy herds are of Canadian genetics, and is now entering the field of beef genetics which provides significant opportunities for long term development. Argentina has adopted Canadian classification standards for Holstein cattle and has obtained much of its poultry breeding stock from Canada. There is a strong American presence.

Argentina has introduced seed to cover some 200,000 hectares in the 1992/93 season for the production of canola oil. The slow expansion of canola production presents possibilities for increased sales of Canadian Crushing and Refining Machinery. The local industry as well as Brazil and Germany are active in this market.

With the restructuring of the processing industry, opportunities are emerging for sales of New Technology and Equipment, mainly related to the vegetable and fruit industry. The United States, Italy and Germany has more than 50% of the market.

Mining

The mining sector is opening up in Argentina. The recently issued Federal legislation establishes a more attractive and reliable environment for mining development. Some say that Argentina's mining potential could be comparable to Chile's where Canadian companies have actual and planned investments of close to \$5 billion. Good market prospects exist for Geological Surveys, Engineering Consulting Services, and later on for Prospection and Exploration Services and Equipment, Placer Gold Production Equipment and Open Pit Mining Equipment. Our main competitors come from Brazil, the U.S.A. and Sweden.

Others

We should also note good opportunities in forestry, biotechnology and general machinery & equipment for the plastics, metal working and fabricating industries.