

# LATIN AMERICA AND THE CARIBBEAN

Periodically, **CanadExport** will publish "fact sheets" on countries or regions with which Canada does business. Presented here are Canada-Latin America / Caribbean facts.

- By the year 2000, the Caribbean and Latin America will provide a market of **600 million people** with purchasing power of **US\$1 trillion**.
- Canadian exports to Latin American and Caribbean markets reached **\$3.2 billion in 1992**, while imports from this region to Canada amounted to **\$5.8 billion**.
- The asset value of Canadian investment in Latin America now tops **\$7 billion**, with Chile accounting for about **\$2.2 billion**.
- **Major Canadian exports** to this region (January to March 1993) include wheat, wood pulp and paper products, newsprint, automotive vehicles and parts, coal, sulphur, telecommunications equipment, potassium chloride, and electrical parts.
- **Major Canadian imports** from the Latin American region (January to March 1993) include agri-food products, metals, telecommunications equipment, and consumer products.
- Sectors offering **Canadian export opportunities** in this region include automotive, agri-industrial, computer software, consumer products, environmental protection and control, oil and gas, plastics, pulp and paper, mining, telecommunications, engineering, and construction services.
- Recent Canadian company **success stories** based on export performance in Latin America and the Caribbean include *Agrodev Canada Inc.*, *Omega Recycling Systems*, *Ven-Rez Products Limited*, *Millar Western Industries Ltd.*, *Kenonic Controls*, *GM Canada Diesel Division*, and *Good Year Canada*.
- During the October-December 1992 period, **14 Canadian missions** reported the following business activities:
  - 70 export sales worth \$119.54 million;
  - 13 new buying connections and 42 agency agreements;
  - 14 new joint ventures worth \$1.19 million;
  - 1 Canadian investment in this region; and
  - 7 technology transfers worth \$1.69 million.

## Latin America Trade

### HIGHLIGHTS

\$22 million sale of fibre optics (Sao Paulo)

\$12.3 million sale of radar system (Santiago)

\$2.5 million sale of oxygen plant (Lima)

\$1.65 million sale of sensors for rolling mills (Caracas)

\$1.5 million sale of filtration system (Mexico)

\$1.2 million sale of the data centre automation system (Mexico)