

Export and Investment Promotion Planning System

MISSION: 631 BUENOS AIRES

COUNTRY: 001 ARGENTINA

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 has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this 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: ANIMAL FEED ADDITIVE SECTORIAL STUDY

Results Expected: A) TO IDENTIFY REQUIREMENTS & MARKETING CHANNELS. B) TO INCREASE NO. OF CDN COS ACTIVE IN MARKET. C) TO INCREASE NUMBER OF REPS.