

Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

. COUNTRY: 068 CHILE

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
MINING EQPT. & MACHINERY USUALLY COMES FM USA & EEC. INTRODUCING CDN COS WHO ARE SUBSIDIARIES OF US FIRMS HAS PROVEN DIFFICULT. ALSO JAPAN OFFERS SINCE 1976 PRICES & FINANCING AT + THAN LOW COSTS. CDN EXPORTS CLD BE HIGHER IF WE CLD BID ON MAJOR PROJECT.

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
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- 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.

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

Activity: ONGOING ACTIVITY IS TO ESTABLISH NEW AGENCIES FOR CANADIAN MANUFACTURERS

Results Expected: AT LEAST 2 AGENCIES ESTABLISHED PER QUARTER

Activity: WE FOLLOW CLOSELY ANY NEW PROJECTS DEVELOPED BY CODELCO IN ORDER TO ADVISE CANADIAN FIRMS OF POTENTIAL. DEVELOP/MAINTAIN CONTACTS WITH CODELCO EXECUTIVES.

Results Expected: OBTAIN CONTRACTS WITH CODELCO FOR CANADIAN COMPANIES