

TRENDS AND PROJECTED AREAS OF GROWTH CHANNELS

Through personal interviews held within the plastics sector, it was deemed that the total market size for these products will increase in 1994. Plastics processing equipment experts feel that the best areas of growth are in injection/moulding machinery and extruders. The containers and packaging industry, the autoparts sector and the construction industry are the most promising sectors for this type of equipment. The agri-food industry is experiencing tremendous growth in Argentina and plastics are becoming more important in the construction industry (sewer systems, phone wires, PVCs, etc.). The automotive market is one of the fastest growing markets for the plastics industry. The interiors of cars are already essentially plastic and the trend to contracted sub-assemblies will provide greater opportunities for exterior, structural and under-the-hood applications.

KNOWLEDGE OF CANADIAN EXPORT CAPABILITY

There is very limited knowledge of Canadian export capability with the exception of nuclear technology. As far as plastics processing equipment technology is concerned, there is some knowledge regarding Canadian expertise in the industry. There was an article published in the Argentine Chamber of the Plastics Industry's official magazine, *Plásticos*, in the Oct/Dec. 1993 issue, about Canadian moulding machines. The information it contained, however, was a bit outdated and covered up to 1990 only. There was also an interview published in *Industrias Plásticas* magazine with Alpha Marathon, a Canadian firm doing business in Argentina.

Argentine businesspeople feel that Canadian companies have not been strong in promoting their export possibilities. They have seen Canadian companies at major international trade shows and have been impressed by the professional image they project. Another reason for this lack of knowledge could be attributed to cultural reasons. Most of the Argentine companies in the industry are of Italian, German, or Spanish descent. Thus, it is not surprising that most imports are of European origin, Italian and German being the most popular. These two countries are known for their strong export capabilities and are considered leaders by many in the industry.

CANADA'S PERCEPTION AS A SUPPLIER VS. OTHER FOREIGN COMPETITORS

Since there is very little awareness of Canadian export capability, Canada's perception as a supplier vs. other competitors is extremely difficult to assess. We have been able to identify four Argentine companies which either represent or have technology transfer agreements with their Canadian counterparts.