

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 EXPORT PROMOTION PRIORITIES

Mission: BOGOTA

Country: COLOMBIA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. AGRI & FOOD PRODUCTS & SERVICE

A SUBSTANTIAL CANADIAN PARTICIPATION IN AGROEXPO 89 HEIGHTENED COL INTEREST IN CDN SOURCES OF SUPPLY AND CANADIAN COMPANIES ARE FOLLOWING UP. FOOD PROCESSING ALSO IS DEVELOPING AN INTERESTING SALES POTENTIAL.

2. OIL & GAS EQUIPMENT, SERVICES

AN EDC US \$10 MILLION LINE OF CREDIT WAS NEAR SIGNING WITH THE STATE OIL COMPANY OF COLOMBIA AT THE TIME OF THIS REPORT. THIS SHOULD ASSIST CANADIAN SUPPLIERS TO PENETRATE WHAT IS A PRIORITY SECTOR FOR THE COLOMBIAN ECONOMY. PRIORITY IS ATTACHED TO NEW EXPLORATION AND DEVELOPMENT OF BOTH OIL AND GAS AND RESEARCH/TRAINING.

3. MINE, METAL, MINERAL PROD & SRV

CONTINUING IMPORT REQUIREMENTS FOR THE EL CERREJON COAL PROJECT AS WELL AS THE DEVELOPMENT OF NEW COAL AND GOLD MINES OFFER PROMISING SALES PROSPECTS FOR CANADIAN COMPANIES. CANADIAN TECHNOLOGY IS HIGHLY REGARDED. JOINT VENTURE MINING UNDERTAKINGS ARE ALSO OF INTEREST.

4. ADVANCED TECH. PROD. & SERV

RURAL AND URBAN TELECOMMUNICATIONS EXPANSION CONTINUE TO RECEIVE PRIORITY FROM THE COLOMBIAN GOVERNMENT. CANADA IS ALSO WELL-PLACED FOR SALES OF TRAINING AND RESEARCH EQUIPMENT.

5. TRANSPORT SYS, EQUIP, COMP, SERV.

A COMPLETE OVERHAUL OF THE NATIONAL RAILWAY SYSTEM HAS BEEN APPROVED AND CANADIAN COMPANIES HAVE BEEN CLOSELY INVOLVED. THE MARINE PORT AND NATIONAL AIRPORT SYSTEMS ARE ALSO CONTEMPLATING MAJOR NEW INVESTMENTS.

6.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. TRANSPORT SYS, EQUIP, COMP, SERV.
2. MINE, METAL, MINERAL PROD & SRV
3. OIL & GAS EQUIPMENT, SERVICES

4. ADVANCED TECH. PROD. & SERV
5. AGRI & FOOD PRODUCTS & SERVICE
- 6.