

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are low
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- LONG EST. PRESENCE OF SCANDINAVIANS
- W/BRZL & INDIGENOUS CAPAB. MAKE IT

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTINUE TO SUPPORT EXP. BY H.A.SIMONS VIA THEIR J.V. W/NATR
Expected Results: INCREASED EXPOSURE TO BRZLN COYS, REALIZATION OF CONTRACTS FOR CONSULTING ENGINEERING AND SERVICES.

Activity: PROVIDE CONTINUED ASSIS. TO VALMET-SENTROL IN THEIR MKTG EXP
Expected Results: ACHIEVE 3/4 ADDITIONAL CONTRACTS (2 TO 3 MILLION) NEXT YEAR.

Activity: ASSIST OTHER CDN EXPORTERS ON ONGOING BASIS, EG. UNIV. PAPER
Expected Results: INCREMENTAL SALES NEXT YEAR OF 5 TO 6 MILLION.