

FOREWORD

Canada's Market Development Plan for Brazil has been prepared to assist those in the public and private sectors interested in expanding business in Brazil. The assessments and proposals it contains are the basis for the Department of External Affairs' marketing activities in Brazil over the next two to three years. The provincial governments which play an integral role in the trade process, as well as federal departments with an international focus, have been consulted in preparation of the plan. The plan does not attempt to cover Canadian interests or Brazilian opportunities exhaustively. Rather, it highlights significant sector opportunities that are consistent with Canadian supply capabilities. As the report is updated, additional sectors may be analyzed and included as warranted in the revised editions.

The material presented is divided into specific sections that may interest different audiences. The Executive Summary is provided as an overview of Canadian/Brazilian trade relations and summarizes the separate sector strategies in a detailed action plan. Sections of a general nature concerning bilateral Canada-Brazil relationships and socio-economic and political conditions in Brazil may be particularly useful to the reader seeking a broad introduction to the Canada-Brazil trade environment. The detailed analysis of the priority sectors will be of particular interest to the private sector. The sector pieces were developed in cooperation with the industry sector branches of the Department of Regional Industrial Expansion and this department will be involved in certain elements of the action plan.