

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: LATIN AMERICA-CARIBBEAN

Mission: 631 BUENOS AIRES

Market: 001 ARGENTINA

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

1. 005 COMM. & INFORM. EQP. & SERV

REASONS: OPENING OF PUBLIC SERVICE SECTOR THROUGH PRIVATIZATION SHOULD LEAD TO GREATER INVESTMENTS IN AREAS SUCH AS TELECOMMUNICATIONS.

2. 012 PETROCHEM & CHEM PROD, EQP, SERV

REASONS: THE PLANNED LIBERALIZATION OF PETROCHEMICAL & CHEMICAL IMPORTS SHOULD OFFER NEW OPPORTUNITIES FOR CANADIAN EXPORTERS.

3. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: THE IMPROVEMENT OF CONDITIONS OFFERED UNDER LAST VERSION OF THE HOUSTON PLAN SHOULD LEAD TO GREATER INVESTMENTS IN THE LOCAL OIL INDUSTRY.

4. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: CANADIAN COMPANIES ARE ALREADY INVOLVED IN TWO MAJOR POWER PROJECTS (YACYRETA & PIEDRA DEL AGUILA) AND FURTHER OPPORTUNITIES HAVE ALREADY BEEN IDENTIFIED.

5. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: THE \$200 BILL. (US) & PLUS HEALTH SECTOR REHABILITATION PROJECT (IADB) SHOULD OFFER OPPORTUNITIES FOR THE CANADIAN EXPORTERS RELATED TO THIS SECTOR.

6. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: IT IS A SMALL BUT INCREASING MARKETING FOR US AND NO DOUBT THERE IS STILL SOME PLACE FOR GROWTH FOR SPECIFIC PRODUCTS.

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

1. 012 PETROCHEM & CHEM PROD, EQP, SERV

2. 010 MINE, METAL, MINERAL PROD & SRV

3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

4. 009 FOREST PRODUCTS, EQUIP, SERVICES