

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SANTIAGO

Market: CHILE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory
- US has traditionally sup-
- is becoming known.
- plied the market, Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Chilean buyers are faithful to
- their traditional suppliers.

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

Activity: Mine visits by commercial Division personnel
Expected Results: Incr. Cda's image as source of supply/establish pers. cont.

Activity: Promotion of Canadian technology in Chilean mining journals
Expected Results: Present Canada as a leader in technological development.