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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC3

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SANTIAGO

Market: CHILE

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored
- Lack of understanding of growth of
- the ind. in Chile & of value of Cda

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

Activity: Exporcorma '89

Expected Results: Introduce Cdn cos to market and increase current exports

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: Forestry Mission to Canada

Expected Results: Insure that Chilean decision makers are well aware of Cdn

Activity: Expocorma '91