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Showcasing Canada

Chrétien Heads Trade Mission to South America

The promotion and enhancement of Canadian trade with Argentina, Chile and Brazil will be the top priority when Prime Minister Jean Chrétien heads a business delegation there January 21 to 29, 1995.

The key objectives are to:

- support the efforts of Canadian companies already doing business in the region;
 - introduce new small and medium-size enterprises (SMEs) to these exciting new markets; and
 - showcase Canadian capabilities.
- That these markets are exciting (particularly Chile, in light of the

recent Miami Summit and Chile's future entry into the North American Free Trade Agreement) is evident from a brief overview of the countries and Canada's trade relations with them. Indeed, Canada has identified priority areas for export.

Argentina

For Canada, Argentina is proving to be a growing market for exports of goods and services and a destination for investment. Canadian exports have more than doubled in the last two years, reaching \$135

million in 1993 and investments have tripled in the last 15-18 months (July/94) to a level of US\$600 million, mainly in the oil/gas, electrical, mining and agro-industrial sectors.

The need to modernize the Argentine infrastructure and industry provides significant opportunities, especially in sectors such as: oil and gas; telecommunications/informatics; transportation; food processing; packaging and plastics processing.

There are also emerging areas including: housing systems; the environment; financial services; health and education; and mining.

Renaissance Programme Encourages Investment in Central, Eastern Europe

Created in 1990 as part of Canada's assistance efforts to the countries of Central and Eastern Europe and the Former Soviet Union, the **Renaissance Eastern Europe Programme (REE)** is designed to assist the former eastern bloc countries make the transition to free market economies by increasing the level of involvement of Canadian investors in these markets.

Recognizing that Canadian investors may be at a disadvantage when considering investing in the non-traditional markets of this region, REE assists them with certain costs related to these investments.

REE provides financial assistance in the form of a non-repayable contribution. It will cover up to 50 per cent of a company's eligible expenses, to a maxi-

mum contribution of \$100,000. Companies are limited to three separate and distinct funded activities per government fiscal year.

Specific project activities that the programme supports are *Venture-Specific Front-End Studies* and *Enterprise-Specific Training*.

The programme does not assist with market identification visits or general market and feasibility studies; capital projects bidding; establishing distributor/agent relationships, or sales offices.

Canadian applicants must be one of: an incorporated business; an independent professional service firm; a private-sector trade association; a profit-oriented Crown Corporation, Crown-owned company or provincial/municipal agency.

Furthermore, all program participants must be judged capable of

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Chile

This country is the next partner in the NAFTA and Canada is leading the way in convincing the Chileans to negotiate their accession to this trade pact.

In 1993, Canadian exports to Chile totalled almost \$194 million, primarily in wheat, mechanical machinery, coal, fertilizers, newsprint and mining equipment.

Priority sectors identified for Canadian export promotion activities include: metals and minerals; forestry; power and energy; infor-

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