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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BOGOTA

Market: ECUADOR

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

- \_\_\_\_\_  
- \_\_\_\_\_

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

Activity: OIL AND GAS REPORT

Expected Results: Assist canadian companies to identify opportunities.

Activity: ALBERTA OIL AND GAS MISSION

Expected Results: Greater awareness of Canadian expertise