

Export and Investment Promotion Planning System

MISSION: 637 SAO PAULO

COUNTRY: 047 BRAZIL

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: SARSAT/RADARSAT PARTICIPATION
 Approximate Value: \$ M
 Financing Source: 023 EDC 011 CIDA
 For further info. please contact:
 CONGEN, SAO PAULO TLX: 38-1123230

iii) Project Name: COMMUNICATIONS SATELLITE
 Approximate Value: \$ M
 Financing Source: 023 EDC 011 CIDA
 For further info. please contact:
 CONGEN, SAO PAULO TLX: 38-1123230

iv) Project Name: BRAZILIAN SCIENTIFIC SATELLITE-INPE
 (TWO GROUND STATIONS)
 Approximate Value: \$ M
 Financing Source: 023 EDC 011 CIDA
 For further info. please contact:
 CONGEN, SAO PAULO TLX: 38-1123230

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

BRAZILIAN PROTECTIONIST MEASURES (LAW OF NATIONAL SIMILARS, INFORMATICS, MARKET RESERVE LAW) ARE A SERIOUS IMPEDIMENT TO FURTHER PENETRATION; TRANSFERS OF TECHNOLOGY OVER TIME ARE ESSENTIAL TO MEDIUM/LONG TERM ACCESS.

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing