

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

227

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: LIMA

Market: PERU

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- Performance of local agent or representative
- LACK OF HARD CURREN-
- CY AVAILABILITY
- FEW INCOMING MISSIONS/VISITORS

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

Activity: DEV LIST OF CDN FISHING EQPT MANUF WHICH COULD HAVE A MKT  
Expected Results: EXPANDED EXPORTS OF CANADIAN FISHING EQPT

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PROM CAMPAIGN TO ASSOC OF PERU'S NATL FISHERIES ASSN(GUIDES  
Expected Results: BETTER KNOWLEDGE OF CDN CAPABILITY IN THIS SECTOR

Activity: ADEQUATE/PROMPT SOURC OF VESSELS & EQPT NEEDED BY LOC FISH.  
Expected Results: SALES COULD REACH THE 3 TO 4 MILLION DOLLAR MARK

Activity: SOLIC INT & PROM LITERATURE FROM CDN MFRS BY WAY OF MAIL CAM  
Expected Results: INCREASE ACTIVITY OF CDN EXPORTERS IN MARKET