

Export and Investment Promotion Planning System

MISSION: 631 BUENOS AIRES

COUNTRY: 001 ARGENTINA

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

iii) Project Name: NEW PAPER PLANT PROVINCE OF CORRIENTES

Approximate Value: \$ 15 M

Financing Source: 024 BC

For further info. please contact:

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

- the degree of import duty protection of local industry tends to be moderate

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

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
- use of Canadian Government 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

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CANADIAN PROJECT PREPARATION FACILITIES (CPPF) STUDIES REF PUERTO PIRAY SA AND PAPELAR SA BY SANDWELL/SWN WOOSTER.

Results Expected: TO IDENTIFY POTENTIAL FOR CANADIAN SUPPLIERS MACHINERY AND EQUIPMENT.

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

Activity: PULP AND PAPER INDUSTRY SECTORIAL STUDY

Results Expected: TO IDENTIFY NEEDS (RAW MATERIALS, MACHINERY AND EQUIPMENT) REF PREPARATION FORESTRY EQUIPMENT MISSION FALL 87.