

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory
- LONG TERM COMMITMENT TO
- MARKET

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- IMPORT
- PROHIBITIONS.
- CDN CO. ARE SMALL & OFTEN LACK
- RESOURCES FOR SUSTAINED MKTING.

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

Activity: SECOND BRAZIL/CANADA SEMINAR ON OIL & GAS (CALGARY)  
Expected Results: ENHANCED PROFILE W/PETROBRAS / AT LEAST 3 TECHNOL.  
TRANSFER AGREEMENTS.