

## Export and Investment Promotion Planning System

MISSION: 637 SAO PAULO

COUNTRY: 047 BRAZIL

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: FOLLOW UP TO INSTITUTIONAL PARTICIPATION IN EXPOINTER 86 AND CONSEQUENT BRAZILIAN FARMERS VISIT TO ROYAL WINTER FAIR IN TORONTO TO ENSURE CONTACTS ESTABLISHED RESULT IN ACTUAL AND PERMANENT CONNECTIONS.

Results Expected: CONFIRM NEW REPRESENTATION AGREEMENTS AND SALES OF LIVESTOCK AND GENETIC MATERIAL.

Activity: MAINTAIN AND EXPAND CONTACTS BETWEEN PARTICIPANTS OF ONTARIO POULTRY SEMINAR AND BRAZILIAN POULTRY BREEDERS.

Results Expected: SALE OF CANADIAN POULTRY/CHICKS AND INITIATION OF TECHNICAL COOPERATION IN POULTRY BREEDING.

Activity: MONITOR OPPORTUNITIES RESULTING FROM FOOD COMMODITIES SHORTAGES AND REPORT TO HEADQUARTERS TO IDENTIFY POTENTIAL CND SUPPLIERS.

Results Expected: POTENTIAL NEW SALES OF CHEESE, EGGS, MILK POWDER, MEAT.

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: TECHNICAL SEMINARS IN COOPERATION WITH AGRICULTURE CANADA AND PROVINCIAL GOVERNMENTS TO CREATE EXPOSURE FOR CANADIAN BREEDING STOCK, SPECIAL CROPS, VETERINARY PRODUCTS, ETC.

Results Expected: EXPAND EXISTING SALES OF BREEDING STOCK AND INTRODUCE NEW VARIETIES AND COMMODITIES.

Activity: FURTHER DEVELOP CONTACTS WITH BRAZILIAN TRADE ASSOCIATIONS AND SPECIALIZED INSTITUTES (ITAL, ABIA) WHO PLAY SIGNIFICANT ROLE IN SECTOR DEVELOPMENTS (E.G. BIOTECHNOLOGY) AND SELECTION OF COUNTRY OF ORIGIN FOR IMPORTS.

Results Expected: INCREASED SALES OF GENETIC MATERIAL, GOATS, SWINES AND POULTRY; SHEEP.