

Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

COUNTRY: 068 CHILE

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:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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:

- the availability of competitive Canadian financing

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: POST IS COMPLETING A MARKET STUDY FOR DEEP-SEA FISHING AND PROCESSING EQUIPMENT.

Results Expected: INTEREST CANADIAN AND CHILEAN FIRMS IN INVESTING IN THAT SECTOR.

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: IDENTIFY LOCAL FISHING COS INTERESTED IN DEVELOPPING DEEP-SEA FISHING. IDENTIFY POTENTIAL CDN INVESTORS IF NEEDED.

Results Expected: SALE OF 2 FISHING BOATS AND PROCESSING EGPT IN NEXT TWO YEARS + PROCESSING PLANT.