

Export and Investment Promotion Planning System

MISSION: 635 BRASILIA

COUNTRY: 047 BRAZIL

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

- ii) Project Name: URBAN TRANSIT-SALVADOR/RECIFE/BRASILIA
 Approximate Value: \$ M
 Financing Source: 011 CIDA 023 EDC
 For further info. please contact:
 EMBASSY TLX: 061-1296

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
 UNLESS CDN COMPANIES ARE WILLING TO EMBARK IN JOINT VENTURES WITH BRAZILAIN FIRMS, EXPORT POSSIBILITIES ARE SLIM.

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
- participation in trade missions
- 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

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: SIGNING OF COOPERATION AGREEMENT BETWEEN STCUM & TTC WITH GOVERNMENT OF FEDERAL DISTRICT.

Results Expected: CONSULTING CONTRACT FOR DESIGN OR MANAGEMENT OF PUBLIC TRANSIT SYSTEM.