

Export and Investment Promotion Planning System

MISSION: 631 BUENOS AIRES

COUNTRY: 008 URUGUAY

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
- use of provincial governments export promotion activities

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.

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: ANALYSIS AND REPORT ON URUGUAY GOVERNMENT INVESTMENT PLANS IN EDUCATION AND HEALTH SECTORS

Results Expected: TO IDENTIFY POTENTIAL FOR CANADIAN EXPORTERS.