

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

294

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INFORMATICA 89 PARTICI. 10/20 CO. 18-22 SET 89 SAO PAULO
Expected Results: JOINT VENTURES/TRANSFERS TECHNOLOGY INCREMENT OF SALES.

Activity: SATELITE 89 TO BE ANNOUNCED
Expected Results: INCREASE AWARENESS TO CDN. TECHNOLOGIES.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: CONTINUED PART. IN TECH SEMINARS PROMOTED BY RNT & OTHERS
Expected Results: INCREASE AWARENESS TO CDN. TECHNOLOGIES.

Activity: REPORTS ON SECTORS AND SUBSECTORS
Expected Results: FACILITATE MARKET OPPORTUNITY RECOGNITION.

Activity: CONTIN. ASSIT. TO CDN CO. TRYING TO EST. PRESENCE IN MKT VIA
Expected Results: AGENCY AGREEMENTS BUYING CONNECTIONS

Activity: INTENSIFY CONTACTS WITH ASSOCIATIONS/COMPANIES
Expected Results: IDENTIFY SPECIFIC OPPORTUNITIES (NICHE) INTRODUCING NEW CDN. SUPPLIERS.