

Opportunities for Canadian companies include deep water production technologies, pipeline engineering, testing, monitoring and inspection, SCADA systems, data interpretation software and services, process simulation software and services, and turnkey projects such as offshore production platforms. Potential Canadian exporters should note that all suppliers to Petrobras must be registered through the corporate headquarters in Brazil on an official "*approved-supplier's list*" (a two month process). This qualification process specifies that equipment must meet ISO 9000 standards. Petrobras does, however, accept documentation from the Canadian Standards Association (CSA) certifying ISO 9000 equivalency.

### **Opportunities in Natural Gas:**

The Brazilian natural gas sector has expanded substantially in the last two years, particularly as there are efforts underway to promote gas for commercial and industrial applications. The state of Sao Paulo is currently carrying out a US\$ 98 million World Bank-funded gas distribution project aimed at expanding and improving gas distribution to industry and residences. Foreign companies are partnering with local firms to provide technology for this project as Brazil's experience with natural gas is limited. The Bolivia-Brazil Integrated Natural Gas Project is a US\$ 4.1 billion project comprised of exploration work in Bolivia, a 3,400 network of pipelines, 2000 MW of gas-fired power generation, industry conversion to co-generation, and distribution to residences. A supply contract has already been signed with Bolivia, but the control and funding of this project are still under discussion. In the natural gas sector, opportunities exist for distribution consulting services and technologies, compressors and turbines, conversion kits for vehicles, as well as the array of pipeline technologies and services and SCADA systems associated with a major transmission project.

### **Market Requirements:**

Canadian companies approaching the Brazilian market should be prepared to confront stiff local and international competition. Sales are made only after concerted effort and several visits to the marketplace. The key to success is a good local partner or representative who best understands the particular conditions of doing business in Brazil. Increasingly, foreign companies are exploring the option of joint ventures and transfers of technology with local firms to solidify their presence in the market and, where manufacturing is involved, increase the local content and tariff preference of their product. The Canadian Consulate General in Sao Paulo would be pleased to provide references for potential agents or partners upon request, as well as more detailed product or market segment information.