

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive pricing
- Lack of promotion and advertising
- Limited Canadian capabilities
- Market prospects have not been adequately explored

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

Activity: INDUSTRIAL COOPERATION  
Expected Results: IDENTIFICATION OF NICHES.

Activity: AGREEMENT WITH ABIMAQ/SINDIMAQ  
Expected Results: FOR TECHNOLOGY TRANSFER.