The Argentine economic plan initiated in 1991 included a massive sell-off of state owned companies, the opening of the economy through lower tariffs, new laws on foreign investments, etc. Canadian firms have been, and continue to be involved in the privatization process. By opening up its economy, Argentina faces more foreign competition. Therefore, Argentina's industry needs to make large investments in plant, equipment and technology to upgrade and modernize to meet competitive threats. It is hoped that not only the newly privatized firms will invest heavily in modernization but also those companies that have been heavily protected in the past like automobile manufacturing and heavy industries. For Canada, this need to modernize provides significant opportunities especially in the following sectors: oil and gas, power generation, distribution and transmission, telecommunications and informatics, transportation, food processing, packaging and plastics processing. There are also emerging areas which should provide opportunities in the medium term in housing systems, environment, financial services, health and education sectors. These are all industries in which Canadian companies have developed substantial expertise and have much to offer in the way of technology, equipment and services.

The mandate of the Canadian Department of Foreign Affairs and International Trade includes the support to the business community in expanding its export activities of Canadian goods and services to the world. It is with this in mind that the Canadian Embassy in Argentina has selected the following sectors as priority areas for promotion activities for 1995-1996:

Telecommunications and Informatics

Canada is world-known for its high quality expertise in these two key sectors, but telecommunications and informatics are evolving so fast that we can never sit on our "renommée", especially considering the tough competition we have to face worldwide. Argentina is no exception. Opportunities exist with the two major PTTs companies embarking on a US $10 billion investment program over the next five years. Companies from the U.S.A., France, Germany, Italy, Japan and Sweden are all aggressively pursuing these opportunities. There are also opportunities created by the modernization of the newly privatized firms and emerging firms. Good market prospects are: **Networking, Satellite, Data Communications, Software, Business Systems and Private Networks.** The Export Development Corporation (EDC) strongly support this sector.