

Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

COUNTRY: 068 CHILE

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: INSTALLATION OF DATA COMMUNICATION SYSTEM FOR ARMED FORCES IN THE N. OF CHILE

Approximate Value: \$ 7 M

Financing Source: 023 EDC

For further info. please contact:

MISSION/TLX: 34-240341

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

ELECTRONIC DIVISION OF ENAER (MAINTENANCE WING OF AIRFORCE) IS BEGINNING TO PRODUCE A WIDE RANGE OF AIRBORNE ELECTRONIC EQUIP. WHICH WILL AFFECT OUR EXPORT CAPABILITY.

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:

- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: INCREASE CONTACTS WITH CHILEAN CIVIL AVIATION AUTHORITIES WHICH BUY FOR THE AIRFORCE AND TRY TO STIMULATE CANADIAN INTEREST TO PARTICIPATE IN INTERNATIONAL TENDERS.

Results Expected: INCREASE PARTICIPATION OF CANADIAN SUPPLIERS IN TENDERS.

Activity: IDENTIFY WELL CONNECTED LOCAL REPS CANADIAN COS NOT YET ACTIVE IN THE MARKETPLACE.

Results Expected: ESTABLISH 2 TO 4 NEW AGENCY AGREEMENTS.