



April, 1994

The Department of Foreign Affairs and International Trade is pleased to associate with the Argentine Embassy in Canada in assisting you to discover more about Argentina through this joint publication.

When looking at Canada and Argentina, it is interesting to note how much we have in common. Both are countries built largely by immigrants and have populations of comparable size. Argentina and Canada are both large and geographically diverse countries; as a result, we face similar requirements in areas such as transport and telecommunications. We are both major exporters of wheat and other farm commodities. We both have substantial mineral resources, as well as natural gas and petroleum. Both countries have a diversified manufacturing base.

Two-way trade with Argentina has been increasing over the last two years to 251 million dollars in 1993, but it is still modest in view of the considerable potential. It is by working together that we can do better. Given a highly competitive international market, it is through partnerships between Argentine and Canadian companies that such opportunities will be realized. Market access, investment potential and technology transfers are the formulas for success for both our countries.

I hope that this publication will help to identify the opportunities that can make the difference to you in pursuing a strong relationship with the Argentine business community. We, as a department, will be pleased to assist you in any way we can.

¡Estoy seguro que juntos tendremos éxito en la realización de nuestros objetivos!¹

S.E. Gooch
Assistant Deputy Minister
Latin America and Caribbean
Branch

¹ "I am sure that together we will achieve our objectives!" - a little bit of Spanish might help you doing better business in Argentina.