

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

279

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BRASILIA

Market: BRAZIL

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Restrictive quotas
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FORMATION OF JOINT VENTURE BTWN CDN SUPPLIER & BRAZILIAN CON
Expected Results: ASSIST IN PACKAGING CANADIAN BID FOR PARTICIPATION IN
BRASILIA MASS TRANSIT PROJECT.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: EMBASSY TO WORK CLOSELY W/LAVALIN TO INTRO UTDC LRT TECH
Expected Results: CANADA WILL BE BETTER POSITIONED TO MAKE SERIOUS BID FOR
BRASILIA OR OTHER MASS TRANSIT PROJECTS.

Activity: EMBASSY TO PROMOTE VISIT TO CAN OF MINISTER OF TRANSP
Expected Results: INCOMING MINISTERIAL MISSION WILL PROVIDE HIGH PROFILE
EXPOSURE TO CDN TECH.

Activity: FOLLOW UP WITH MUNICIPAL AUTH IN SALVADOR, GOIANIA, BELO HORIZ
Expected Results: INCREASE AWARENESS OF CANADIAN LRT TECHNOLOGY.