Export and Investment Promotion Planning System

MISSION: 631 BUENOS AIRES   COUNTRY: 001 ARGENTINA

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
    - high tariffs
    - non-tariff protectionist measures which are difficult to overcome
    - other factor(s) described by the Trade Office as follows:
        WITH SPECIFIC REFERENCE TO DOMESTIC COMMUNICATIONS SATELLITE,
        ARGENTINE DECISION TO PURCHASE WILL REQUIRE HIGH LEVEL POLITICAL
        DECISION WHICH TO DATE HAS NOT BEEN MADE.

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:
    - aggressive marketing on the part of Canadian Exporters
    - participation in trade fairs

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

Activity: DEMONSTRATION OF ANIPAK TO ENTEL TECHNICIANS.

        Results Expected: ENTEL COULD PLACE SUBSTANTIAL ORDER FOR THIS
                          EQUIPMENT (VALUE UNKNOWN).

Activity: ENCOURAGE ARGENTINE DECISION-MAKERS TO ATTEND SATELLITE '86
          SEMINAR IN SAO PAULO

        Results Expected: OPPORTUNITY TO KEEP INTEREST IN CDN SATELLITE
                          TECHNOLOGY ALIVE UNTIL ARG TAKES POLITICAL
                          DECISION TO PURCHASE SATELLITE

Activity: ACTIVE SUPPORT TO NEWLY-FORMED CHAMBER OF SATELLITE APPLICATIONS
          SERVICE COMPANIES

        Results Expected: EXPAND INTEREST IN SATELLITE APPLICATIONS
                          AMONG EVENTUAL SERVICE END-USERS

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

Activity: PARTICIPATE IN JORSAT II (ARG PRIVATE/PUBLIC SECTOR INITIATIVE
          DESIGNED TO BUILD UP A CONSTITUENCY AMONG SATELLITE SERVICE END-
          USERS)

        Results Expected: FURTHER INCREASE CDN VISIBILITY IN SATELLITE
                          SECTOR ESPECIALLY RE-DESIGNING OF APPLICATION
                          BASED ON SIMILAR GEOGRAPHIC/ECONOMIC
                          NECESSITIES