

Brazil Import Duties

Continued from page 12

ers, floor polishers, 55 to 20; toys, 85 to 20.

As prices for Brazilian-made products often exceed international prices, exporters may continue to retain competitive price advantages in many product areas.

In 1994, the highest import duty is expected to be 40 per cent to protect such still not consolidated industrial sectors as informatics, microelectronics and precision machinery. But as soon as even these sectors mature, the related import duties will also be reduced.

Companies making enquiries about product opportunities in Brazil are reminded to provide the following information to obtain a more thorough response:

1. Name and/or detailed description of the product.
2. Its harmonized system (HS) tariff classification number, if known (the first six digits only).
3. A brief description of the potential and main uses.
4. An indication of the traditional users and/or consumers.

For information on specific trade opportunities in Brazil, contact directly Pierre Pichette at the Canadian Consulate General in Sao Paulo (for South and Southeast Brazil where most of that country's industrial, commercial and financial centres are located), Caixa Postal 22002, 01499 Sao Paulo SP, Federative Republic of Brazil. Tel.: (011-55-11) 287-2122/287-2234/287-2601/287-2176. Fax: (011-55-11) 251-5057. Telex: (Destination code 38) 23230 (CCAN BR).

Or contact Fred Spoke at the Canadian Embassy in Brasilia (for Central, North and Northeast Brazil), Caixa Postal 07-0961, 70.410 Brasilia D.F., Federative Republic of Brazil. Tel.: (011-55-61) 223-7515. Fax: (011-55-61) 225-5233. Telex: (Destination code 38) 611296 (0611296 ECAN BR).

For general information on trade in Brazil, contact EAITC's Roman Hruby, South America and Mexico Trade Division (LST). Tel.: (613) 996-4199. Fax: (613) 996-0677.

Canada Export Award: How to Apply — Recognizing Excellence in Exporting —

Each year, Canada honours its top exporters, chosen by a panel of prominent business people, on the basis of demonstrated superior performance in the international marketplace.

The Award

The Canada Export Award — a plaque bearing the Award logo and a brief citation of the firm's accomplishments — are presented to the winners — small, medium and large companies representing a variety of sectors across Canada — at a gala ceremony held in October and presided over by the Minister for International Trade.

What It Can Do For You

Firms receiving an award are welcome to use the logo on their letterhead, advertisements and other promotional material for a period of up to three years after its presentation. National and local promotion will be given to firms receiving the award.

Award winners have reported that the recognition they have received through the award has been an important marketing tool, raising the company's profile at home, attracting new foreign customers, and giving a real boost to employee morale.

The Canada Export Award logo coupled with the firm's name reminds Canadians of the importance of trade — it accounts for three million Canadian jobs and generates nearly 30 per cent of the country's Gross National Product (GNP) — and identifies the firm displaying the logo as an outstanding export achiever.

Eligibility

Application for the Canada Export Award is open to all firms or divisions of firms resident in Canada, that have been exporting goods or services for three or more years.

This includes trading houses and banks, as well as transport, market research, packaging and promotion firms.

How the Winners Are Chosen

Selection is based on, but not limited to, the following criteria:

- the extent to which the firm (over its latest three fiscal years) has shown significant increases in its export sales;
- success in breaking into new markets;
- success in introducing export products into world markets.

Sponsor

The Canada Export Award is sponsored by External Affairs and International Trade Canada (EAITC) as part of its continuing role in promoting trade-related activities and informing Canadian exporters of the many programs and services available to them.

To obtain a Canada Export Award application — completed application forms must be returned by May 15 — send the coupon below to:

Canada Export Award Program, International Trade Centres and Export Education Division (TPO), External Affairs and International Trade Canada (EAITC), 125 Sussex Dr., Ottawa, Ont. K1A 0G2. Fax: (613) 996-8688. Telex: 053-3745. Or call toll free: 1-800-267-8376.

Name:

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Title:

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Company:

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Address:

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City, Province:

Postal Code:

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