

# Brazil Hosts Major Shows:

## Oil and Gas is One...

**Rio de Janeiro** — External Affairs and International Trade Canada (EAITC) now is recruiting companies to participate in the largest petroleum industry show in Latin America.

**Rio Oil and Gas Expo'92**, at which EAITC will organize a national stand for the third consecutive year, will be held October 18-23. It could also be the focal point of a combined trade mission to petroleum-related events taking place in Colombia and Argentina around the same dates.\*

**Rio Oil and Gas Expo** in 1990 (it's a biennial event) attracted 25,000 visitors. There were 316 company exhibitors from 31 countries. This year's attendance should be even higher as the **Expo** coincides with the annual meetings of the Latin American Association of State-Owned Companies (ARPEL).

Participation in **Rio Oil and Gas Expo** is an excellent occasion for companies to showcase their products and services in this sector, one in which a number of export opportunities have been identified for Canadian companies.

These include deep water production systems, slant and horizontal drilling technologies, pipeline technologies, SCADA systems, environmental technologies, and software systems.

Opportunities in the country's growing natural gas sector have been identified as well and include distribution, consulting services, processing plants, compressors and turbines, natural gas conversion for vehicles, and instrumentation and software systems.

One of the event's sponsors, Petrobras, the country's oil and gas conglomerate, is increasingly active in sourcing advanced technolo-

gies overseas.

Through its new computerized sourcing network, individual Petrobras offices can draw up a pre-qualified list of suppliers (international and domestic) and contact them directly with invitations for tenders. (An affiliate office in Houston, Texas, is responsible for Petrobras procurement out of North America).

\*Subject to the interest expressed by Canadian industry, External Affairs and International Trade Canada is considering participating in the **Colombian Petroleum**

**Congress** (October 13-16, 1992) and in a **Mission to Argentina** (October 26-29, 1992). These events would be included in a trade mission centred around **Rio Oil and Gas Expo'92**.

Companies interested in **Rio Oil and Gas Expo** and the potential related mission should contact Carlos Munante (tel.: 613-996-2268) or Sven Blake (tel.: 613-996-4199), both of EAITC's Latin America and Caribbean Trade Division. The fax number for both contacts is (613) 943-8806.

## ... Livestock, Agriculture, the Other

**Porto Alegre** — One of Latin America's most important livestock and agricultural trade shows, **Expoiner Brazil'92**, will be held August 29 to September 6 in Porto Alegre, in the Brazilian State of Rio Grande do Sul.

The event will represent Canada's seventh consecutive year of participation as an institutional exhibitor, with the country having a large information booth that is designed to enhance Canada's reputation as a supplier of first class genetics to the Brazilian livestock market, the second largest livestock herd in the world.

The long-term approach to technology development and continued commitment to its application has elevated Canada to the status of being one of Brazilian breeders' best partners.

Sales of Canadian breeding stock, genetic material and artificial insemination (A.I.) technology to Brazil have increased over the past decade due to the strongly continued Canadian presence in the marketplace. Anticipated 1991-92 sales

are around Cdn\$2 million.

Most Canadian firms that have participated in previous shows are now well established in this sector, with excellent prospects for additional sales in a growing and dynamic market.

At **Expoiner Brazil'92**, Canada will be relying on industry to assist in maintaining Canada's national marketing profile. The pavilion will be revamped to better highlight Canada's private sector capabilities and activities in Brazil. The venue will enable participants to show their products and company more effectively.

Companies interested in participating in **Expoiner Brazil'92** should contact as soon as possible the Canadian Consulate General in Sao Paulo, Brazil (fax: (55-11) 251-5057); or Sven Blake, External Affairs and International Trade Canada, Latin America and Caribbean Trade Development Division (LGT). Tel.: (613) 993-4199. Fax: (613) 943-8806. (Companies will be expected to share the cost of participation).