

## South America Trade Mission — *Continued from page 1*

tics and telecommunications; agri-food; transportation; environment; and healthcare.

Canada's investment portfolio in Chile now is approaching US\$4 billion, 90 per cent of which is in the mining sector. Other key investment sectors are: infrastructure; power and energy; telecommunications; forestry; and industry.

Such strong investment is motivated by Chile's record of political stability, economic growth and a professional business culture.

In 1992 CIDA's Industrial Cooperation Program launched an ambitious \$1.8-million Chile Strategy to place Canada at the forefront of technology transfer and joint venture activities in Latin America. To date, over 40 CIDA INC. projects are active in Chile, with 10-15 joint ventures underway.

### Brazil

As the world's fourth-largest country, with a population of 153 million people, and an economy ranked tenth globally, Brazil holds obvious interest and significance for Canada as a trading partner.

Canadian exports to Brazil in 1993 totalled \$750 million (from \$489 million in 1990), primarily in wheat, wood pulp and paper products, minerals, fuels and oils, machinery, and engine parts.

Thanks to reduced import tariffs, deregulation and privatization, Brazil is much less of a state-controlled economy than it was, which explains much of Canada's success in increasing its exports.

While much of Canada's export growth has been driven by traditional commodities (grains and oilseeds, agri-food, etc.), there have been encouraging results in exports of value-added, high tech and manufactured goods. Telecommunications, for instance,

now is Canada's fourth-largest export item — and offers limitless room for growth, including informatics, geomatics, computer software and services.

While the business climate is increasingly optimistic, it is worth noting, says a communique from the post: "Brazil remains a complex market which is not for the faint of heart; but for companies with com-

petitive products, a technological edge and the ability to make a long-term commitment to doing business in Brazil, the potential market is lucrative and too large to ignore."

Contact DFAIT's Danièle Ayotte (for Brazil and Argentina), tel.: (613) 996-5549. For Chile, contact Charlotte Ward, tel.: (613) 996-4199. Fax: (613) 943-8806.

## PUBLICATIONS

### Exporters' Directory

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fulfilling the program's objectives. Incorporated business and professional firms must, among other things: have been established and operating in Canada for at least three years; have annual sales exceeding \$1 million (\$500,000 for professional service firms).

Financial assistance is available to support Canadian companies undertaking further study of: joint venture opportunities; investment opportunities; structured cooperation agreements.

Financial assistance is also available to support Canadian corpo-

rate investors to train their partner organizations.

REE is funded by the Department of Foreign Affairs and International Trade's (DFAIT's) Bureau of Assistance for Central and Eastern Europe. The Bureau is responsible for delivering Canada's Assistance Program. It is administered by DFAIT's Central and Eastern Europe Trade Development Division.

Interested companies should contact the nearest International Trade Centre or DFAIT. Tel.: (613) 996-0105. Fax: (613) 995-8783.