

Export and Investment Promotion Planning System

MISSION: 631 BUENOS AIRES

COUNTRY: 001 ARGENTINA

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
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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: TO FURTHER WORKING RELATIONSHIP WITH ARGENTINE HOLSTEIN ASSOCIATION (ACHA) AND SEMEN IMPORTERS TO REPORT TO DEPARTMENT QUARTERLY ON MARKET NEEDS.

Results Expected: TO PROVIDE EXPORT SECTOR WITH MORE ACTUAL INFORMATION ON MARKET OPPORTUNITIES.