

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive pricing
- Lack of promotion and advertising
- Performance of local agent or representative
- LAW OF NATIONAL
- SIMILARS
- COMPLICATED MKT. REGULATIONS SHY
- CDNS AWAY FM BRZLN. MKT.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MOBILE CELLULAR TELEPHONE SYSTEMS
Expected Results: SPECIFICATIONS READY; TENDER EARLY 89 RESULTS MID 89;
INSTALLATION 1990.

Activity: COMMUN. SATEL: PHASE II OF BRZLN COMM. SAT. PROG. "BRASILSAT"
Expected Results: TECHNICAL SPECIFICATIONS ALMOST READY TENDER EARLY 89,
RESULTS MID 89, DEL. 93.

Activity: CONT. SUPPORT TO CDN SOFTWARE CO. ENVISAGEING FINDING BRAZ.
Expected Results: 4/5 FORMAL REPRESENTATION AND/OR TRANSFER OF TECHNOLOGY
AGREEMENTS.