

Export and Investment Promotion Planning System

MISSION: 635 BRASILIA

COUNTRY: 047 BRAZIL

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome

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 Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ONGOING EFFORTS TO ESTABLISH MEDIUM-TERM (3 YEAR) PROGRAM OF INCOMING BUYERS WITH BAHIA GOAT ASSOCIATION.

Results Expected: YEARLY INCREASE IN LIVE ANIMALS & GENETIC MATERIAL EXPORTS. ESTABLISH BRAZIL AS PRIMARY AND LONG TERM MARKET FOR CANADIANS GOAT BREEDERS.

Activity: MARKETING TRIP THROUGH TERRITORY TO CAPITALIZE ON CURRENT AND SHORT-TERM OPPORTUNITIES IN FOOD PRODUCT SALES.

Results Expected: INCREASED SALES OF CHEESE, MEAT, EGGS AND OTHER FOOD PRODUCTS.

Activity: MARKETING TRIP TO STATE LIVESTOCK ASSOCIATIONS LOCATED IN TERRITORY.

Results Expected: INCREASED SALES OF DAIRY CATTLE, GENETIC MATERIAL AND (SUPPLY PERMITTING) GOATS.