

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: LIMA

Market: PERU

**Factors contributing to current successful Canadian exports:**

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory

**Factors for Canadian exports not reaching market potential:**

- Lack of promotion and advertising
- Performance of local agent or representative
- UNSTABLE INVESTMENT CLIMATE IN PERU

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

Activity: EVALUATION OF WORLD BANK MINING LINE OF CREDIT TO BOLIVIA  
Expected Results: \$ 4 MILLION IN SALES

Activity: CAPITALIZE ON NEW MINING INVESTMENTS IN BOLIVIA  
Expected Results: \$ 8 MILLION SALES

Activity: COLL W/PERUVIAN MINING SECT & CIDA W/REGARD TO CREDIT FACIL.  
Expected Results: \$ 14 MILLION SALES

Activity: PRG OF INFO DISTRIBUTION THROUGH SPECIALIZED PUBLICATIONS  
Expected Results: CIRCULATION 1000 KEY INDUSTRY REPS