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DEPARTMENT OF EXTERNAL AFFAIRS

PAGE: 18

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BOGOTA

Market: ECUADOR

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

- _____
- _____