

RPTCL

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: EXPDINTER '89 - RIO GRANDE DO SUL STATE  
Expected Results: MAINTAIN AND ENLARGE CDN PARTICIPATION IN PROMISING AGRIC. MARKETS.

Activity: EXPOTIBA '89 - PARANA STATE

Activity: INCOMING TECHNICAL EMBRYO TRANSFER MISSION - APRIL 89  
Expected Results: PENETRATION IN DEVELOPING MKT OF EMBRYO TRANSFER-DAIRY AND BEEF.

Activity: INCOMING FOLLOW-UP MISSION ON SEED POTATO EXCHANGE AGREEMENT  
Expected Results: EXPANSION OF CDN VARIETIES PARTICIPATION IN TABLE STOCK & INDUSTRIALIZATION MARKET.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PURSUE ELABORATION OF A COOP. AGREEM. IN AGRIC. WITH STATE  
Expected Results: INCREASED SALES OF GENETIC MTL FOR DAIRY CATTLE AS WELL AS SWINE, BOVINE, SHEEP AND GOATS.

Activity: ARRANGE CDN PARTI. AT CATTLE BREEDING CONV. IN PARANA, MAY 89  
Expected Results: EXPAND MARKET SHARE OF A.I. MT.. AND LIVE ANIMALS.

Activity: DEV. OF CONTACTS W/AG. SECRETARIATS OF SOUTHERN STATES  
Expected Results: EXPECTED SALES OPPORTUNITIES FOR CANADIAN LIVESTOCK, A.I. MATERIAL AND FOOD PRODUCTS.