

Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

COUNTRY: 068 CHILE

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:

- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply

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

Activity: THIS IS A SLOW EXPANDING MARKET, BUT LOCAL AGENTS ARE EXPRESSING INTEREST IN REPRESENTING CDN COMPANIES.

Results Expected: FIND 2 OR 3 NEW AGENCIES PER YEAR.

Activity: SOQUIMICH, A GOVT. OWNED CO. IMPORTED 5M OF POTASSIUM CHLORIDE FROM CDA, PER YEAR, ALL ITS REQUIREMENTS. KEEP CONTACT WITH CO TO PROTECT MARKET.

Results Expected: KEEP THE MARKET

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

Activity: WE ARE DEVELOPING A NETWORK OF AGENTS IN THE SECTOR OF RESINS, AND CERTAIN CHEMICAL PRODUCTS.

Results Expected: INCREASE SALES TO 2 MILLION FROM 1 MILLION.