

## **Marketing Information**

The main suppliers of equipment for the oil industry in Bolivia are:

1. The United States, with a share of approximately 55% of the market, mainly drilling rigs, mud pumps, drilling tools, gas compressors, electrical gear, controls, high-tech products and services, including equipment and technology for exploration.
2. Brazil, Mexico and Argentina, with a combined share of approximately 30% of the market for supplies of gas and oil pipeline, tubing, christmas trees, drilling rigs, and drilling tools. Some of the suppliers in this group are subsidiaries of American companies, meaning that the USA have in fact a market share larger than the 55% pointed-out before.
3. The remaining 15% is provided by European, Japanese and a few other international suppliers. In this group is Canada with a very small share, constituted mainly by technical studies and services for the exploration field.

Since Canadian products have, in general, the same standards of quality than USA made products, our potential for attaining a higher share of this market is very good, although the price and higher cost of freight might pose some difficulties in the case of equipment. A very promising sector though is that of consulting services and high-tech products.

## **Marketing Strategy**

To participate in public tenders in Bolivia it is a legal requirement for any foreign company to have a local agent or representative.

Since personal contacts play a very important role when trying to do business in Bolivia, we strongly recommend to engage the services of a reputed and well connected agent as the best possible way to start selling to YPFB.

The embassy in Lima can provide suggestions in that regard.