

Chile's aquaculture boom yields environmental opportunities

With its 4000-kilometre stretch of coastline and abundant ocean resources, Chile has one of the largest aquaculture industries in the world. This sector has experienced extremely strong and steady growth for nearly two decades. However, the increasing number of aquaculture facilities in Chile is having a negative impact on the environment, as technologies have not yet been adapted to effectively treat aquaculture effluent and waste products. With Canada's world-renown expertise in environment equipment and services, Canadian companies are well-suited to capitalize on such opportunities.

Market overview

Chile's economy is among the most stable and dynamic in Latin America. From 1986 to 2002, the Chilean economy grew at an average annual rate of 6.3%—the highest in all of Latin America. With a GDP of \$111.5 billion and 15 million people in 2002, Chile had Latin America's highest-ever GDP per capita: \$6600.

In 1997, Chile and Canada signed a free trade agreement. As a result, Canadian companies are exempt from paying Chile's 8% duty rate. With the best credit rating in Latin America and low corruption rates, Chile is an ideal market for Canadian firms looking to invest in South America.

Opportunities

Canadian technological expertise in environmental equipment and services is highly regarded throughout the world. However, Canada is perceived to be a new player in the

supply of environmental equipment and services for the Chilean aquaculture industry.

The top six environmental opportunities for Canadian companies in the aquaculture industry in Chile are: water circulation (water pumps and filters); commercial water tanks; wastewater treatment technologies; environmentally friendly paints and cleaning agents (for cages and tanks); energy-efficient generators

Aqua Sur 2004

PUERTO MONTT, CHILE — March 22-27, 2004 — Over 200 exhibiting companies will be present at **Aqua Sur 2004**, the most important aquaculture exhibition in the Southern Hemisphere.

For more information, contact Viviana Rios, tel.: **(011-56-2) 756-5400**, fax: **(011-56-2) 756-5450**, e-mail: vrrios@aqua.cl, Web site: www.aqua-sur.cl.

and fuel cells; and consulting services for environmental impact assessment studies, planning and quality control.

Also, the Canadian Institute of Biotechnology and Industry Canada commissioned a study of the aquaculture and fisheries industry in Chile to identify key areas of concern in the industry, and to pinpoint areas where new technologies can be successfully applied. The report identified several major problem areas in the Chilean aquaculture sector where solutions are urgently needed, including: the introduction of new diagnostics, vaccines and antibacterial treatments to maintain fish health; advanced systems to treat and manage the waste and effluents produced during the aquaculture

production and processing phases; new and alternative sources of raw feed materials, particularly pigmentation ingredients; new techniques to control fish and shellfish growth and sexual maturation; and new aquaculture equipment and management systems including polyculture techniques, cages and pens, water filtration and circulation systems, and software.

Chilean market preparation

A long-term commitment, a local presence and representation by a locally based agent are vital to a Canadian company's success in the Chilean market. Such factors have a direct influence on the ability to acquire customers in this highly competitive market. Canadian firms should consider bidding with the assistance of a local agent in order to ensure that all procurement procedures are followed. Low prices, well-established distribution networks and effective marketing are also critical success factors in this market.

The Government of Canada has several programs to help

Canadian firms gain a competitive advantage in international markets. For instance, Export Development Canada offers export financing and insurance to Canadian exporters. Exporters may also find financial and other assistance through the Department of Foreign Affairs and International Trade's **Program for Export Market Development**.

For the complete sector profile, go to www.infoexport.gc.ca. For more information, contact Margot Edwards or Renée Plouffe, Trade Commissioners with the Canadian Embassy in Chile, tel.: **(011-56-2) 362-9660**, fax: **(011-56-2) 362-9664**, e-mail: margot.edwards@dfait-maeci.gc.ca or renee.plouffe@dfait-maeci.gc.ca, Web site: www.santiago.gc.ca.

Partnerships to attract foreign investment

The Department of Foreign Affairs and International Trade and Industry Canada will contribute almost \$900,000 to regional and community economic development organizations to benefit municipalities and help them attract foreign investment to their regions.

Under the Program for Export Market Development - Investment (PEMD-I), the following municipalities and surrounding regions will receive contributions ranging from \$57,250 to \$250,000 to implement economic development projects: Saint John and Fredericton, New Brunswick; Quebec City, Quebec; Ottawa, Ontario; Moose Jaw, Saskatchewan; Leduc, Alberta; and

municipalities on Vancouver Island, British Columbia.

PEMD-I was set up in 1998 to help Canadian communities better prepare themselves to receive investments and attract foreign investors. Funded by the Department of Foreign Affairs and International Trade and managed by Investment Partnerships Canada, the Program supports non-profit organizations and public-private partnerships operating at a regional or municipal level. It funds up to 50% of costs tied to eligible activities aimed at attracting foreign investment.

For more information on PEMD-I, go to www.dfait-maeci.gc.ca/pemd.

Market research tools

— continued from page 1

As a trading nation, this strategic market intelligence is vital to Canada's exporting companies and trade professionals. That is why Team Canada Inc (TCI)—Canada's most comprehensive source of export information—has undertaken to make this resource available in Canada through a partnership with the International Trade Centre, an agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO). To register with TradeMap Canada, go to www.exportsource.ca/trademap_e.cfm.

By presenting data from either a product or country perspective, TradeMap provides answers that help gauge the effectiveness of national and sectoral trade performance and identifies priority products and markets for trade development.

A Canadian firm, for example, can examine the importing markets for its product, including the rate of import growth in each market, the average price paid by each country, and the tariffs and regulations that apply.

The information contained in TradeMap is based on the world's largest database of trade statistics, COMTRADE, maintained by the United Nations Statistics Division. COMTRADE covers more than 90% of world trade.

The International Trade Centre UNCTAD/WTO has also developed country profiles that benchmark national and sectoral trade performance and competitiveness. For more information, go to the agency's Web site at www.intracen.org, or contact Louis Doyle, tel.: **(613) 954-2390**, e-mail: doyle.louis@exportsource.ca.

Presentation tips for exporters

Planning to pitch your product or service abroad? The following presentation tips will help you effectively communicate your ideas to a foreign audience:

- Learn about the local history, culture and business environment prior to creating your presentation;
- Obtain information about the audience in advance and create your presentation based on who will be attending;
- Rehearse and record your presentation using visual media in order to critique and improve your delivery;
- Seek assistance and feedback from individuals who have experience with the culture and communication styles of your target audience;
- Arrive early on the day of your presentation and introduce yourself to audience members;
- Review your objectives to ensure they are appropriate for the audience;
- Analyse your presentation from the audience's perspective and focus on the benefits (i.e. what is in it for them?); and
- Be prepared to state your presentation's main theme or message in a single, clear and concise sentence.

This information is drawn from the Team Canada Inc guide *Speaking Globally: A Guide to Effective International Presentations*, which is available on-line at www.exportsource.ca/presentations.

For more information on exporting your products or services, call the toll-free Export Information Service at **1 888 811-1119** or go to www.exportsource.ca.