

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

300

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- LOCAL MANUFACTURING CAPABILITY

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP ON FERROESTE - RAILWAY PROJECT
Expected Results: IDENTIFY FUTURE OPPS. FOR RAILWAY EQUIPMENT.

Activity: FOLLOW UP ON FEPASA - REHABILITATION PROJECT
Expected Results: SUPPORT CANAC PARTICIPATION IN THE CONSULTING/MGMT TENDERS

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

Activity: RAIL MISSION TO BRAZIL
Expected Results: CONSOLIDATE CANADA'S IMAGE AS A SUPPLIER OF EQUIPT. & SERVICES.

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

Activity: PREPARE REPPORT ON ACTIVITIES/PROJS. IN THE RAIL SECTOR
Expected Results: SUPPORT FORTHCOMING RAIL MISSION.

Activity: FOLLOW UP ON FERRONORTE
Expected Results: ESTABLISH ADEQUATE SOURCES OF INFO & RELATIONSHIPS TO ASSIST CDN COS. IN FUTURE SALES.

Activity: FOLLOW UP ON DRIE AUTOMOTIVE STUDY
Expected Results: IDENTIFY OPPS. FOR TRANSF. OF TECHN. & JOINT VENTURES.