

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

270

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BRASILIA

Market: BRAZIL

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Restrictive quotas
- Market prospects have not been adequately explored

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

Activity: COOPERATION AGREE BTWN CDN HOLSTEIN ASSOC & BRAZ MIN OF AGR
Expected Results: FACILITATE APPROVAL PROCESS OF HOLSTEIN DAIRY CATTLE
SELECTED FOR IMPORT.

Activity: DELIVERY OF SEED POTATOES FOR BRAZ NAT SEED POTATO TESTING
Expected Results: PENETRATION (ESPECIALLY IN CASE OF INDUSTRIAL VARIETIES)
INTO BRAZIL SEED POTATO MARKET.