

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SANTIAGO

Market: CHILE

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Cdn mfrs are difficult to contact
- & very slow to react.

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

Activity: Need market study.  
Expected Results: Determine competitiveness of canadian suppliers.

Activity: Trade mission to show potential market  
Expected Results: To interest canadian suppliers in the market.

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

Activity: PEMD program to send people to Canada briefing sessions.  
Expected Results: Bring buyers/sellers together face to face; educate buyers