
Media Advisory

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CANADA TRADE MISSION TO BRAZIL

International Trade Minister Jim Peterson will lead a trade mission to Brazil from November 21 to 25, 2004, to build networks and generate new business opportunities for Canadians in this emerging market. The mission will include visits to São Paulo and Rio de Janeiro.

Media representatives who wish to participate in the trade mission can register by contacting the officer for their province or territory. The list of provincial and territorial officers is available on our Web site at <http://www.teamcanada.gc.ca/brazil/>.

Brazil is the world's 12th-largest economy, with a growth rate of close to three percent in the first quarter of 2004, and is a critically important country in the region. The Brazilian economy is not only large, with a population of 182 million and a rapidly expanding middle class, but is also diversified and consumer-driven. The major sectors of opportunity in Brazil for Canadian companies include agriculture, biotechnology, environment, energy, financial services, information technologies, oil and gas, pulp and paper, mining and telecommunications.

For further information, please contact:

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