

São Paulo Gateway to Latin America — from page 1

tion and intensive use of natural resources, are a major concern to the local citizens and authorities.

There are, therefore, good opportunities in the areas of environmental protection and clean-up services, where substantive financing from international organizations has been made available.

The most important and ambitious project is to clean up the Tietê River which runs through São Paulo and, more importantly, implement better environmental control in the 1,500 companies that pollute this river.

Excellent trade opportunities also exist in other industrial sectors, including:

- natural gas — This sector is on the verge of substantial expansion. Gas transmission and distribution equipment, as well as conversion equipment for gas-powered buses, trucks and taxis hold good promise.
- telecommunications — Mobile cellular systems and services, data transmission equipment and fibre optics are now being deregulated.
- agriculture — Canada maintains its position as an important supplier of cattle and genetics, as well as of wheat, lentils and canary seeds. The malting barley sector also stands as a promising market in this country of beer lovers.

São Paulo is the trade show capi-

tal of Latin America, with everything from informatics to dairy cattle having their own specific venue.

Many international companies are established in São Paulo. This means that clients in Canada also can be clients in São Paulo. Nine out of the 10 largest industrial companies in Brazil have headquarters in São Paulo. These include Ford, Volkswagen, General Motors, Unilever, Nestlé, IBM, and Mercedes-Benz. In addition, Alcan, Seagram, Moore Business Forms, McCain Foods and the Royal Bank of Canada have based their Brazilian operations in the city of São Paulo.

Although Brazil is a very large

country, more or less on the same scale as Canada, the heavy concentration of population and industry in São Paulo make it a distinct market in its own right. If you have a competitive product or service, São Paulo could be your major gateway to Latin America.

Specific trade enquiries on Brazil can be directed to the Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

Interested parties may also contact the Canadian Consulate General, Avenida Paulista, 854, 01310-913 São Paulo, SP, Brazil. Tel.: (55-11) 287-2122. Fax: (55-11) 251-5057.

Canadian Exporters' Association Appoints New President

The new President — effective March 22, 1993 — of the Canadian Exporters' Association (CEA) is Mark Drake, who, for the past 10 years, has been President and Chief Executive Officer (CEO) of the Montreal-based high technology firm, Electrovert Limited.

Drake, a multilingual Oxford graduate, brings over 30 years of experience to the CEA. He

has worked extensively in Europe, India and the Far East, as well as in North America, either directly in export marketing and sales or as CEO with exporting companies.

Electrovert, with plants in Canada and the United States and with subsidiary offices in Europe and Asia/Pacific, exports 95 per cent of its Canadian production to more than 70 countries — an achievement which recently earned it an Export Award from External Affairs and International Trade Canada.

The CEA, the "voice" of the Canadian exporting community, is dedicated to serving the multifaceted needs of exporters and to creating the conditions necessary to make Canada an attractive base from which companies can successfully conduct their international business.

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