

Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

COUNTRY: 068 CHILE

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

COMPLETION OF SECOND METRO LINE AND CONSTRUCTION OF THIRD LINE DELAYED AFTER EARTHQUAKE. IF GOVERNMENT DECIDES TO GO AHEAD, FRANCE WILL BE VERY STRONG COMPETITOR BUT WE STAND CHANCES FOR SERVICES AND EQPT IF EDC FINANCING IS AVAILABLE.

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: WE KEEP A REGULAR AND CLOSE WATCH ON THE METRO AUTHORITIES IN ORDER TO KNOW IF AND WHEN THEY WILL RECEIVE GREEN LIGHT TO PROCEED WITH THEIR PROJECTS.

Results Expected: TO HAVE CDN COS SELECTED FOR STUDIES AND PROCUREMENTS.