

## Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

COUNTRY: 068 CHILE

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

Activity: CONTINUE TO SUPPORT EFFORTS OF CDN SUPPLIERS ALREADY INVOLVED IN RURAL TELEPHONY PROJECTS.

Results Expected: OBTAIN CONTRACT THROUGH AN UNSOLICITED PROPOSAL RATHER THAN HAVING TO BID.

Activity: IDENTIFY POTENTIAL CDN INVESTORS AS CTC WILL GIVE MOST CONTRACTS TO FOREIGN COS INVESTING IN PROJECTS.

Results Expected: HAVE CDN INVESTOR BECOME SOLE SUPPLIER.

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

Activity: FIND SOURCE OF FINANCING FOR THE COMMISSIONING OF AN ENGINEERING STUDY BY CANADIAN CONSULTING FIRM WHICH WOULD RECOMMEND CANADIAN EQUIPMENT FOR THE DEVELOP OF RURAL COMMUNICATIONS.

Results Expected: INCREASE CANADIAN SALES OF TELEPHONE EQUIPMENT BY 100 PER CENT.

Activity: CONVINCED CANADIAN SUPPLIERS OF MODERN EQUIPMENT THAT THERE IS A MARKET IN CHILE FOR THEIR PRODUCTS.

Results Expected: OBTAIN A 20% SHARE OF THE MARKET