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CANADA'S EXPORT DEVELOPMENT PLAN FOR BRAZIL

The Honourable Ed Lumley, Minister for International Trade, in conjunction with the first official visit to Canada by a Brazilian head of state, July 18-22, announced the release of Canada's Export Development Plan for Brazil.

President Joao Figueiredo, accompanied by several Brazilian ministers and businessmen, will be in Ottawa as guest of the Governor General and Mrs. Schreyer. This visit follows Prime Minister Trudeau's visit to Brazil in January 1981, the first by a Canadian Prime Minister and underlines the high priority that Canada and Brazil are now placing on bilateral relations.

Canada's market development plan for Brazil has been prepared to assist those persons in the public and private sectors who are interested in expanding business in Brazil. The assessments and proposals it contains are the basis for the Government of Canada's marketing activities in Brazil over the next two or three years. The plan highlights significant market opportunities in specific sectors which are consistent with Canadian supply capabilities.

The material presented is divided into specific sections that will interest different audiences. The Executive Summary is provided as an overview of Canadian/Brazilian trade relations and summarizes the separate sector strategies in a detailed action plan. Sections of a general nature concerning bilateral Canada-Brazil relationships and socio-economic and political conditions in Brazil may be particularly useful to the reader seeking a broad introduction to the Canada-Brazil trade environment. The detailed analysis of the priority sectors will be of particular interest to the private sector.

In 1980, two-way trade between Canada and Brazil exceeded \$1 billion, and Brazil emerged as Canada's largest export market in Latin America and this trade milestone was again exceeded in 1981. Although the majority of Canadian exports are in agricultural and semi-manufactured commodities, significant opportunities exist for the export of manufactured products.