

Export and Investment Promotion Planning System

MISSION: 631 BUENOS AIRES

COUNTRY: 001 ARGENTINA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be high

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

- a lack of interest in the market on the part of Canadian exporters
- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
LACK OF "PRESENCE" IN ARGENTINA BY CANADIAN COMPANIES (EITHER THROUGH AGENT OR REPRESENTATIVE) WOULD ACCOUNT IN MANY CASES FOR OUR VERY LOW MARKET SHARE.

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:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: PARTICIPATE IN J OR SAT II (ARG. PRIVATE/PUBLIC SECTOR INITIATIVE DESIGNED TO BUILD UP CONSTITUENCY AMONG SATELLITE SERVICE END-USERS).

Results Expected: ORGANIZATION OF THIS CONFERENCE HAS BEEN DELAYED TO THE FIRST QUARTER 1988. OUR PARTICIPATION COULD INCREASE CDN VISIBILITY IN SATELLITE SECTOR.

Activity: ENCOURAGE CANADIAN MANUFACTURERS TO ESTABLISH JOINT VENTURE FOR TELECOM EQUIPMENT MANUFACTURE FOR RURAL TELEPHONY, AND MEGATEL II 5 MILLION LINE EXTENSION.

Results Expected: MEDIUM- TERM SALES OF RURAL TELEPHONY EQUIPMENT NEEDS.

Activity: COMPLETE MARKET SURVEY OF TELEPHONE CO-OPERATIVES IN INTERIOR OF THE COUNTRY.

Results Expected: IDENTIFY CO-OPS MEDIUM AND LONG-TERM EQUIPMENT NEEDS.