

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

284

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive quotas
- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative
- IN NON-TRADITIONAL EXP., PROSPECTS
- ARE ERRATIC OR NEW AS WELL AS LIMIT

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW-UP TO OFFICIAL PART. IN EXPOINTER '88 AND EXPOTIBA 88
Expected Results: SALES OF LIVESTOCK AND SEMEN UP TO 3 TO 4 MILLION.

Activity: MAINTAIN/EXPAND CONTACTS W/SWINE, HORSES, POULTRY, SHEEP & GOAT
Expected Results: FIRM UP NEW REP. AGREEMENTS AND SALES OF LIVESTOCK.

Activity: MONITOR & REPORT ON VARIOUS MKT ACCESS ISSUES AFF. CDN EXPOR
Expected Results: ENSURE EQUAL ACCESS TO CANADIAN SUPPLIERS.