

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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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

Activity: TO CONTINUE MONITORING SITUATION REGARDING GOVERNMENT PLAN TO UP-DATE AIRPORT SITES EQUIPMENT

Results Expected: REF PURCHASE MLS UNITS AND TO IDENTIFY IN GENERAL POTENTIAL FOR CANADIAN SUPPLIER.

Activity: CIDA/CPPF FINANCED URBAN TRAFFIC CONTROL STUDY BY DELCANDA FOR ROSARIO CITY.

Results Expected: TO IDENTIFY POTENTIAL REF TRAFFIC CONTROL SYSTEMS

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: SECTORIAL STUDY REF AIR AND MARINE AIDS MARKET

Results Expected: TO BETTER IDENTIFY POTENTIAL FOR CANADIAN SUPPLIERS

Activity: REPORT ON RAILWAY DEVELOPMENT PROGRAM

Results Expected: TO IDENTIFY OPPORTUNITIES FOR THE SUPPLYING OF VARIOUS SERVICES/EQUIPMENT