

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

277

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BRASILIA

Market: BRAZIL

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Restrictive quotas

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

Activity: RENEW MOU BTWN BRAZILIAN & CDN GOV RE: CDN PARTIC IN FUTURE
Expected Results: IDENTIFY EXPORT OPPORTUNITIES FOR CGE GENERATORS.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FOLLOW-UP W/ELETRONORTE, CEMIG, & CHESF RE: NEED FOR PDA TEC
Expected Results: EXPORTS SALES OF \$10M OVER NEXT THREE YEARS.

Activity: CONTINUE TO REPORT ON IFI-FINANCED PROCURE BY BRAZILIAN UTIL
Expected Results: ADDITIONAL SALES OF NETWORK PROTECTORS AND OTHER EQUIPMENT.