

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: LATIN AMERICA-CARIBBEAN

Mission: 637 SAO PAULO

Market: 047 BRAZIL

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: OIL & GAS DVLPMT GIVEN TOP PRIORITY BY GOVT GIVEN FURTHER POTENTIAL HARD CURRENCY SAVINGS; FOREIGN PROCUREMENT OF PRODUCTS/SERVICES/TECHNOLOGY NECESSARY TO ACHIEVE THIS GOAL.

2. 005 COMM. & INFORM. EQP. & SERV

REASONS: ALL HIGH TECH SECTORS CONSIDERED VITAL TO IMPRVMTS OF MFTG BASE; ACQUISITION OF UP TO DATE FOREIGN EQUIP./SRVCS ESSENTIAL PART OF PROCESS OFTEN ON BASIS OF TRANSFER OF TECHNOLOGY/LICENSING.

3. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: BRAZIL IS DEFICIENT IN BASIC FOOD PRODUCTION & RELATED ACTIVITIES (E.G FERTILIZER PRODUCTION) AND IMPORTS OF SPECIFIC COMMODITIES IS DUTY FREE/INDISPENSABLE.

4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: THERE ARE A NUMBER OF EMERGING OPPORTUNITIES IN PUBLIC & FREIGHT TRANSPORTATION (AS IDENTIFIED BY DRIE SPECIALIST) WHICH OFFER TT/JV/CONSULTING OPPORTUNITIES.

5. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: LIBERALIZATION OF IMPORTS OF PROD'N MACHINERY DUE TO INABILITY OF DOMESTIC IND. TO SUPPLY DEMAND WILL CREATE SELECTIVE OPPORTUNITIES FOR IMPORT AND INDUSTRIAL COOPERATION.

6. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: MASSIVE INVESTMENT PLANS IN MEDIUM TERM TO ATTEND TO INCREASING DEMAND FOR PULP, PAPER, WOOD PRODUCTS (SEVERAL BILLION DOLLARS).

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 003 GRAINS AND OILSEEDS
2. 010 MINE, METAL, MINERAL PROD & SRV
3. 005 COMM. & INFORM. EQP. & SERV
4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
5. 009 FOREST PRODUCTS, EQUIP, SERVICES