

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

247

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SANTIAGO

Market: CHILE

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Market prospects have not been adequately explored

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

Activity: MONITORING OF MAJOR CHANGES IN TELECOM STRUCTURE IN CHILE  
Expected Results: PROVIDE INFORMATION TO CDN CO TO ALLOW THEM TO BENEFIT FROM AN EARLY WARNING

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

Activity: PROMOTE CREATION OF CDN CONSORTIUM TO BID ON TURN KEY PROJ.  
Expected Results: PENETRATE ON LONG-TERM BASIS CHILEAN TELECOMMUNICATIONS MARKET.

Activity: ENSURE THAT CDN CORP ARE WELL REPRESENTED IN THE CELLULAR TEL  
Expected Results: SALES OF CELLULAR TELEPHONE EQUIPMENT