

Canada in Brazil

Canada has a long and distinguished history in Brazil that dates back nearly a century. In the late 1980s, Brascan's parent company developed the first electric street railway in Brazil and by the 1950s, the Brazilian Traction, Light and Power company, with its head office in Toronto, provided about two-thirds of Brazil's electrical power and 80 per cent of its telephone services.

Today, Canadian companies such as Brascan, Alcan, Seagram, and Moore "Formularios" are considered "Brazilian" by the population. But it is not just Canada's "giants" that are succeeding; smaller firms that have approached Brazil with an open mind and a long-term view of its potential, have also done well. For example, Husky Injection Molding Systems of Bolton, Ontario, with over US\$50 million in exports to Brazil; Tekcon Contractors, a Saskatchewan firm

which recently won a US\$8-million contract in the natural gas distribution market; Kalish Equipment from Quebec which has seen its sales of pharmaceutical packaging equipment jump 500 per cent in 1995; and Groupe Cordoret, a small machinery manufacturer from Quebec City, which has seen its sales double in each of the past four years.

Add to this list both big and small companies such as Glenayre Electronics, Bombardier, Phillip Environmental, Siena Foods, Pratt & Whitney, SEMEX, Timberjack, Newbridge Networks, MITEL Semiconductor, Eicon Technologies, SR Telecom, Andyne Computing...and its obvious how Canadian business is responding to Brazil's enormous potential. With continuing economic stability and increasing modernization and privatization, the list is sure to grow longer and longer in the very near future.

The Land of Prospects and Opportunities – *Continued from page II*

the Prime Minister's Team Canada visit, São Paulo will host "Canada – More than you Thought" in April 1996. This will be the largest Canadian cultural and business festival ever in Brazil, with over 35 events including the performing and visual arts, music, tourism and business forums.

• **Energy** – Almost 100 years after the present-day Brascan

built much of southern Brazil's energy and telecommunications infrastructure, Canadians are back in a big way. Brazil is running short of electrical energy, especially in the industrial south, and there are some 50 co-generation projects on the books, many relying on the expectation of natural gas imports from neighbouring Bolivia and Argentina.

• **Mining** – Alcan, TVX and Inco have all had long-term presence in Brazil. After a disastrous mining code limited foreign investment in the sector, recent constitutional changes once again permit foreign direct investment, and Latin America's largest mining country is poised for new investments. Already, some 60 Canadian firms are exploring in the country, and many more are expected.

Success Story

Montreal Company Finds Package Deal in Brazil

Canadian companies seeking sales in South America's consumer and capital investment markets will find them in Brazil, according to DT Kalish, located near Montreal.

"Brazil is one of the countries on the continent that is expanding economically," says DT Kalish's South American Sales Representative Chris Stern. Last year the company experienced an enormous increase in sales volume of almost 500 per cent for Brazil.

The main markets of this 40-year old manufacturer of packaging machinery are the pharmaceutical and cosmetic industries -- but it sells to many others. Bottle un-

scramblers, fillers, cappers, banders, labellers and conveyor belts are some of the DT Kalish equipment which has seen increased popularity in Brazil.

"Patience has paid off," says Stern, whose company – specializing in low-to-medium speed, super fast changeover machines – started out in that country some six years ago.

"Brazil is an excellent choice for Canadian exporters," advises Stern, "a country with a growing middle class looking for consumer products. That in turn," he says, "is creating a need for other products and services such as packaging and equipment.

"But to secure more orders from

customers, don't be afraid to go that extra mile," he recommends, "and put everything into product presentation."

With agents in over 100 countries, the multi-million dollar DT Kalish still taps into Canadian Embassies for advice on good agents and prospective customer lists. That's in addition to contacts that other affiliated companies might provide.

For more information on this 200 employee-strong export-based company, contact Chris Stern, South America Sales Representative. Tel.: (514) 694-2390; Fax: (514) 694-6552.