

## Export and Investment Promotion Planning System

MISSION: 635 BRASILIA

COUNTRY: 047 BRAZIL

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: RONDONIA HYDRO PROJECT (ELECTRONORTE-  
WESTINGHOUSE)

Approximate Value: \$ 15 M

Financing Source: 023 EDC

For further info. please contact:

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The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada
- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

PREFERENCE GIVEN TO LOCAL SUPPLIERS ESPECIALLY ON IFI FINANCED PROJECTS AND TRADITIONAL SUPPLIERS.

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
- use of provincial governments 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: CONCLUDE COMPREHENSIVE STUDY OF POWER SECTOR ALREADY UNDER WAY AT DRIE.

Results Expected: BETTER UNDERSTANDING OF LIMITED MARKET OPPORTUNITIES.