

REPORT 4  
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :637-SAO PAULO

010-MINE,METAL,MINERAL PROD & SRV  
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP ON PARTICIPATION IN MINTEC'87

IDENTIFY SPECIFIC OPPORTUNITIES UNCOVERED  
DURING VISIT

MONITORS DEVELOPMENTS IN BRAZILIAN INDUSTRIAL CHEMICALS IMPORTS  
PATTERNS AND REPORT ACCORDINGLY.

PROTECT AND/OR EXPAND CANADA'S SHARE OF  
BRAZILIAN MARKET

IDENTIFY UPCOMING PROJECTS,ESPECIALLY IN GOLD,LIKELY TO COME ON  
STREAM AND INFORM CANADIAN SERVICE/EQUIPMENT SUPPLIER.

CANADIAN BIDS ON TWO OR THREE PROJECTS.

DEVELOP FURTHER CONTACTS WITH MAJOR BRAZILIAN MINING COMPANIES,  
E.G. CVRD, BILLITON, PARANAPANEMA, CPRM, CBMM, CAEMI, ETC.

GIVE THEM EXPOSURE TO CANADIAN CAPABILITIES  
AND IDENTIFY MARKET NICHES.

ON ONGOING BASIS, MONITOR ANY MARKET ACCESS ISSUES WHICH COULD  
IMPACT ON OUR SALES IN BRAZIL

PROTECT OUR MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A)COORDINATE BETWEEN GEONAUTICA & ONTARIO GOVT.  
FOR MINING SYMPOSIUM.  
B)INVITE SPEAKER TO GOLD SYMPOSIUM - RIO  
(AUG.88).

A)GOING WELL.  
B)GLENCAIRN EXPLORATIONS INVITED.

QUARTER: 2 Assist in prepar. of Mining Seminar.  
2. Assist in arranging Cdn particip. in Gold  
Symposium in Rio de Janeiro  
3. Proceed to direct mailing (200) on chemical  
products

It resulted in successful seminar held Oct. '88  
2. Particip. in Gold Symposium contrib. to up-  
grade the Brzln knowledge of Cdn technology  
3. Direct mailing generated high interest in  
Canadian chemicals

QUARTER: 3 Organize mining symposium.  
Organize visit by editor of Minerios magazine to  
Canada.

Small consulting contract won by one of partici-  
pants in symposium & excellent contacts establi-  
shed.  
Special edition on Canadian mining to be relea-  
sed February'89.

QUARTER: 4 Visit by editor of Minerios Magazine February 88  
Organize Canadian participation at EXPOSIBRAM  
(July'89).

Resulted in special edition on Cdn mining tech-  
nology & excellent exposure in market.  
Authority obtained for info stand,identified  
potential Cdn participation in conjunction with  
LSTF,ONTARIO,ALBERTA.