

Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 635 BRASILIA

Market: 047 BRAZIL

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

1. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: ECONOMIC REFORM HAS BROUGHT ABOUT MARKET SUPPLY PROBLEMS FOR MILK, MEAT CHEESE, EGGS & OTHER PRODUCTS. IMPORTS ARE EXPECTED TO CONTINUE THRU 87-88. ALSO FARMERS MUST REPLENISH THEIR HERDS TO KEEP UP WITH

2. 005 COMM. & INFORM. EGP. & SERV

REASONS: MEDIUM TERM DEVELOP. PLANS CALL FOR SIGNIFICANT EXPANSION OF TELEPHONE NETWORK LEADING TO OPPORTUNITIES IN RURAL TELEPHONE. GOVERNMENT PLANS RE: MLS, SARSAT, RADARSAT, USE OF BRASILSAT & BRASILSAT REPLACEMENT COULD

3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: NEED FOR PUBLIC TRANSIT PROJ. IN BRAZIL ARE GREAT. RECENT TTCL/SCTUM COOP AGREEMENT MAY PRODUCE CONSULTING WORK. FOREST FIRE CONTROL IS ANOTHER DEFICIENT BRAZILIAN ACTIVITY IN WHICH CDN AIRCRAFT TECHN. CAN BE

4. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: AFTER SEVERAL YEARS OF FALLING INVESTMENT IN POWER SECTOR, INVESTMENT EXPECTED TO PICK UP AGAIN, AS ELECTRICAL ENERGY OUTPUT MUST GROW BY 10% P. A. TO KEEP PACE WITH ANTICIPATED ECONOMIC GROWTH. PROJ. SUCH AS SANTA

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. EGP. & SERV
4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
5. 009 FOREST PRODUCTS, EQUIP, SERVICES