

Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

COUNTRY: 068 CHILE

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

ii) Project Name: STEP BY STEP PURCHASE OF COMMUNICATION EQUIPMENT

Approximate Value: \$ 40 M

Financing Source: 024 BC

For further info. please contact:

MISSION/LST/TTT TLX: 34-240341

iii) Project Name: EXPANSION OF 21000 DIGITAL LINES

Approximate Value: \$ 26 M

Financing Source: 024 BC

For further info. please contact:

MISSION/LST/TTT TLX: 34-240341

iv) Project Name: DATA TRANSMISSION SYSTEMS (ENTEL)

Approximate Value: \$ 12.2 M

Financing Source: 024 BC

For further info. please contact:

MISSION/LST/TTT TLX: 34-240341

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

- 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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MONITOR CLOSELY PRIVATIZATION PROCESS FOR CIA. DE TELEFONOS DE CHILE (95% OF TERRITORY) AND REPORT REGULARLY TO COS AND HQ.

Results Expected: ENSURE THAT CDN SUPPLIERS ARE INVITED TO BID ON ALL NEW TENDERS.