

Early in 1996, McCain Foods Ltd. purchased Prodelpo of Medellin, a medium-sized potato and yuca processor with a good share of the Medellin market. The purchase took place after two years of research into the agronomics of the Colombian potato market and the processing capabilities of Prodelpo. McCain Andina S.A is now distributing its frozen french fries and vegetables through the major supermarkets in the country and franchise outlets such as McDonald's. The ultimate aim of McCain Andina S.A. is to export throughout the Andean market.

With the promise of long-distance telephone liberalization on the horizon, Nortel finds itself well-situated to capture a sizable portion of the Colombian telephone equipment market. It is currently involved in a major project to install 220,000 phone lines in the Bogotá area as part of Telecom's (the national phone carrier) "Capitel" project.

Serving Colombia's aviation needs are 34 Bell Textron 212 and three Bell Textron 412 helicopters. Flown by both private and public sector users, these Canadian-made workhorses are proving their worth daily.

Also keeping Colombians on the move are five Bombardier Dash 8 aircraft flown by Aires airlines. Aires has been pleased with the Canadian planes and is looking to expand their fleet.

Labatt's Blue is now sold in cans through major Colombian supermarkets and in bottles in upscale restaurants throughout the country. Only recently introduced to the Colombian market, Labatt's Blue now ranks close behind other well-known imported beers like Heineken, Corona and Miller.

Canadian exports to Colombia in 1997 are expected to grow, with anticipated increases in telecommunications, oil & gas, electric power equipment, civil aviation equipment, geomatics, agri-food products, pharmaceutical equipment & machinery, and environmental products & services.