

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

314

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited Canadian capabilities
- Market prospects have not been adequately explored

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ATTEND CHEMICAL CONGRESS 1989
Expected Results: CONSOLIDATE OUR PARTICIPATION IN THE MARKET.

Activity: DISTRIBUTION OF THE CDN REGISTER OF MANUFACTURED CHEMICALS
Expected Results: FIFTY DIRECT ENQUIRIES TO CDN. COYS