

TEC-CAN '82 fair draws successful response in São Paulo



Photos courtesy Brazil-Canada Chamber of Commerce

The Canadian International Development Agency (CIDA) sponsored an important transfer of technology fair in São Paulo, Brazil from September 27-30, 1982, with the support of Canada's Consulate General.

TEC-CAN '82 was an outstanding success with visitors at the official opening on September 27, hosted by São Paulo State Secretary for Industry and Technology Osvaldo Palma and Vice-President of CIDA Lewis Perinbam, numbering over 200. Since then, the seminars attracted over 600 technologists from Brazilian

institutes and agencies.

The exhibition was the largest of a series recently financed by CIDA for industrializing nations, with the objective of demonstrating Canada's private sector's ability to help businessmen overseas face the technological challenge of our era and adapt to the shifting patterns of world industry. It was also aimed at reinforcing Canada's commitments to the North-South dialogue as reflected in the visits by Prime Minister Trudeau to Brazil in 1981 and President João Figueiredo of Brazil, to Canada in July 1982.



Vailton S. Santos photos

Mrs. Ronald MacLean, wife of Canada's ambassador to Brazil, cuts the ribbon to open TEC-CAN '82, helped by (from left to right): Osvaldo Palma, State Secretary for Industry, Commerce, Science and Technology, São Paulo; Ambassador MacLean; Lewis Perinbam, Vice-President, CIDA; and William Clarke, Canadian Consul-General, São Paulo.

President Figueiredo was accompanied by over 150 businessmen, who came to Canada to gain firsthand experience of Canada's technological and manufacturing strength. (See *Canada Weekly*, August 25, 1982.)

Joint ventures urged

For a number of reasons such as the lack of management skills, technical expertise and capital resources, as well as institutional and commercial barriers, the indigenous resources available to industry in Brazil are not fully exploited, while Canadian technology and expertise is under utilized as a result of the continued weakness in general business activity.

With CIDA's financial assistance for pre-investment studies, Canadian entrepreneurs are urged to explore joint ventures and other mutually beneficial business opportunities with their Brazilian colleagues. The recognition of the potential for small- and medium-sized enterprises to complement traditional trade between Canada and Brazil, is evidenced by the increasing number of exchanges between related sectors of our economies and by all levels of government. The objective of the industrial co-operation program support in Brazil and in other industrializing countries is to act as a catalyst, bringing Canadian and Brazilian businessmen together, permitting a free exchange of ideas and initiatives. For such activities, CIDA shares with Canadians the cost to research and draft a business plan for Brazilian partners and investors. By financing the collection and dissemination of information, exchange visits, pre-investment missions and technical seminars, the program aims to establish a favourable climate for public and private capital in joint-ventures.

Seminars

For the 46 manufacturers and consultants who have indicated a specific interest in finding joint-venture partners in Brazil by attending TEC-CAN '82, the Brazil-Canada Chamber of Commerce prepared additional information and seminars on prospects for Canadians in Brazil. To help stimulate attendance by Brazilians, the Chamber arranged a series of technical seminars on telecommunications, remote sensing, ocean engineering and environmental control with the participation of Canadian consultants. CIDA's financial assistance to these activities covers the reasonable expenses for conference facilities and information services; and the travel expenses for the 100 Brazilians