

## Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

COUNTRY: 068 CHILE

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
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:  
ENAP IS PRACTICALLY SELF-SUFFICIENT FOR THE DESIGN, ENGINEERING & BUILDING OF ITS PLATFORMS & WELLS. IT DOES ALSO ITS OWN REPAIR AND SERVICING. BECAUSE OF OIL PRICE SHARP DECREASE, ENAP HAS POSTPONED SOME OF ITS EXPLORATION.

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
- support provided by the PEMD program

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: CONTINUE TO IDENTIFY INTERESTED SUPPLIERS BY ADVISING REGIONAL AND PROVINCIAL OFFICES OF TENDERS.

Results Expected: INCREASE AWARENESS OF CANADIAN COS TO LOCAL MARKET.

Activity: GIVE FULL SUPPORT TO CANADIAN CONSULTANTS PRESENTLY BIDDING ON SAFETY AND INSPECTION PROJECTS.

Results Expected: INCREASE SALES.

Activity: DEVELOP LIST OF INTERESTED LOCAL REPRESENTATIVES.

Results Expected: ADD AT LEAST 3 TO 4 NEW REPRESENTATIVES DURING THIS YEAR.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: INCREASE FREQUENCY OF CONTACTS WITH PURCHASING DIVISION OF ENAP.

Results Expected: BEING INFORMED OF UPCOMING PURCHASES THAT ARE NOT MADE THROUGH PUBLIC TENDERS.