

AMERICAS (Cont'd)

Sao Paulo A substantial domestic market, but traditionally hamstrung by fiscal environment, government regulations and import difficulties. As mentioned earlier, these restrictions are changing, and Sao Paulo, along with Rio de Janeiro, should develop into locations of more interest to Canadian companies.

Barbados Surprisingly large market share for Canadian technology, but overall market still represents small potential compared to other markets in region. Canadian firms already established should be able to leverage existing product base to maintain market share. Growth potential is limited.

Venezuela Overall potential is 2nd only to Mexico over longer term, but existing attempts to privatize government PTT, and limited projects outside of petroleum sector make current potential tenuous. It is an excellent time for Canadian companies to become more familiar with the market, and perhaps make contacts with potential agents/distributors who will be in a position to assist them when the market stabilizes and begins to grow.

Jamaica A relatively small market, but one in which several Canadian firms have had some success. Growth potential is limited in comparison to other markets in the Region.

Chile Chile does not represent the potential present several years ago when the Alan Bond group bought into the PTT and injected capital into the network, but it is still a very reasonable market for Canadian firms to pursue. Even though the pace of network development is not proceeding as rapidly as in the past, Canadian firms are still successful in penetrating the market. Chile's reputation as a well-managed economy is also encouraging to firms considering entering the market.

TIER C: Peru Chronic fiscal difficulties, tense political environment, and complete reliance on concessionary financing or development/aid projects. We should examine the implications of removing this market from active consideration for export promotion.

Trinidad & Tobago Limited size of market and low level of current interest or activity on the part of Canadian firms would suggest that export promotion should be restricted to collection of market information and advice to Canadian companies.