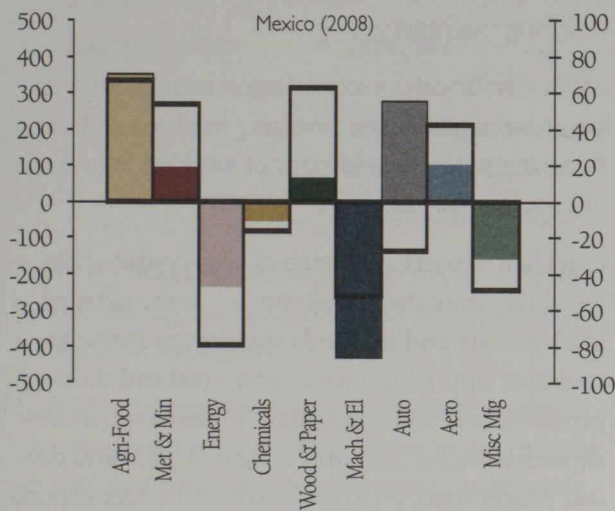Canadian export commodity in Malaysia) is indicative of the sheer size of the Malaysian import market in this sector. This sector, ranked first overall in Malaysian imports, thus remains a potential area of opportunity.
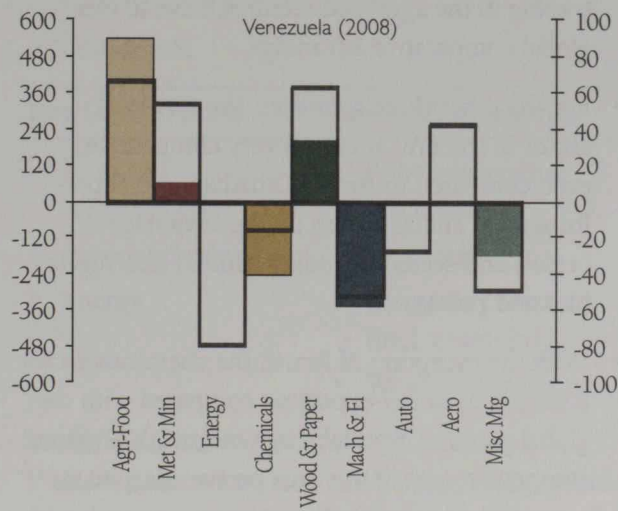
2. Latin America and the Caribbean (LAC)

Increased engagement in the Americas is a priority for the Government of Canada. The gravity model has shown some under-exporting to the region as a whole, particularly to Brazil. Although there is strong variation across surveyed countries, we noted
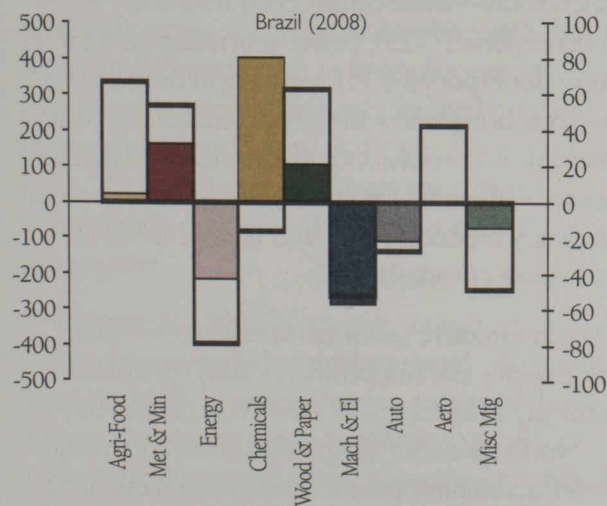
Normalized Revealed Comparative Advantage (NRCA) in Selected Latin American and Caribbean Countries

Black outlines represent global benchmarks (right axis).
Coloured bars are specific to the country (left axis).

Black outlines represent global benchmarks (right axis).
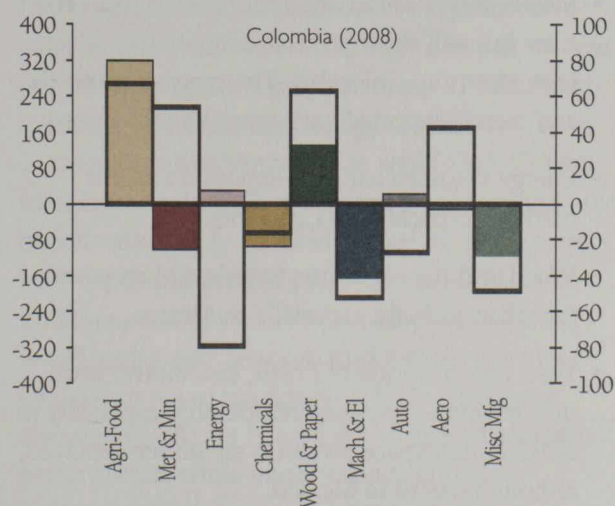Coloured bars are specific to the country (left axis).

Black outlines represent global benchmarks (right axis).
Coloured bars are specific to the country (left axis).

Black outlines represent global benchmarks (right axis).
Coloured bars are specific to the country (left axis).