

EAITC and CCA Facilitate Business with Latin America and Caribbean

The expansion of Canadian economic interests in Latin America and the Caribbean is one of the objectives of External Affairs and International Trade Canada's Latin America and Caribbean Trade Division (LGT).

That's what LGT's Director, Douglas Campbell, told the recent inaugural meeting (Ottawa Chapter) of The Canadian Council for the Americas (CCA), whose objectives are similar.

Campbell also told the Council how the Department and his Division can facilitate Canadian business in the region — where two-way trade in 1991 stood at approximately \$7.6 billion, with Canadian exports increasing by 8.9 per cent as compared to an increase of 7.6 per cent in 1990.

Facilitating Trade

External Affairs and International Trade Canada now has a network of 15 trade offices throughout Latin America and the Caribbean, with 28 Canada-based trade commissioners supported by 22 locally-engaged commercial officers.

The most important function of these offices is to provide market intelligence and general guidance to exporters. They suggest how exporters should conduct themselves in particular markets; provide market surveys; liaise with local

clients or agents; recommend specific promotional programs; and ensure that Canadian government policy is supportive of Canadian exporters' objectives.

Apart from general sales support, there is a very active program of trade fairs, trade missions, and export outreach seminars ongoing throughout any given year. In 1991-92, there were 60 such events — the most important being the recent **Canada Expo'92**, in Monterrey, Mexico, in which 206 Canadian exhibitors participated, making it the largest solo Canadian trade show mounted anywhere at any time.

This year, there are also plans for a broad variety of trade fairs and missions — all of which are designed to introduce Canadian exporters to markets; to present them with new opportunities; and to encourage their export activities in Latin America and the Caribbean.

Given the ongoing North American Free Trade Agreement discussions, Mexico is an important target (more than 15 events are planned) of the Department's activities.

Another trade office function that has proved extremely popular is the contracting of market surveys. These studies, available to interested parties, pre-educate exporters on market opportunities in various countries — prior to the exporter initiating his/her own regional marketing activities.

Contact

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Risk-Takers Pursue Opportunities in Peru

Doing business in Peru is not easy. Opportunities are offset by a still fragile economy and, in some areas, by social unrest where fortitude must be yet another quality displayed by Canadian companies. However, contrary to the past, Peru can no longer be dismissed easily. For those risk-takers, Peru offers a seductive option.

Businesses operating in Peru in 1992 will face an increasingly attractive legal and economic environment offset by political uncertainty and ongoing social disruptions.

Stringent adjustment measures remain on track, inflation is under control at about 24 per cent, and the economy is recovering gradually from the catastrophic recession of 1988-1990.

"Private investment is now permitted — even in sectors formerly reserved for the state..."

Risk-takers will benefit from what is one of the most liberal foreign investment codes in Latin America. The legislation, passed in September 1991, eliminates long-standing restrictions on foreign investment and provides numerous legal guarantees to investors.

Private investment is now permitted — even in sectors formerly reserved for the state (e.g. petroleum, utilities, education, social security). A large-scale privatization program will also place many major state-owned enterprises on the block this year.

Peru's comeback to the international financial community in 1991 has alleviated the country's financial distress somewhat, with fresh

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EDC - Venezuela Credit
 Canadian exporters of goods and services designed for the oil and gas sector can sell to Venezuelan buyers by offering financing of up to 85 per cent from the Export Development Corporation (EDC).
 To obtain more information on the Line of Credit, contact the EDC regional office nearest you.