

Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

COUNTRY: 068 CHILE

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: 3RD SAWMILL FOR ASERRADEROS MININCO

Approximate Value: \$ 1.5 M

Financing Source: 024 BC 023 EDC

For further info. please contact:

MISSION/TLX 240341 DMCAN CL

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

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 in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

THERE ARE 1 OR 2 PULPMILLS TO BUILD & IF CDN PULP MANUFACTURERS DO NOT GET INVOLVED TECHNICALLY & FINANCIALLY, OTHER COUNTRIES WILL & WE COULD LOOSE THESE EXPORT OPPORTUNITIES. EDC NOTIONAL CEILING FOR CHILE IS ALSO AN IMPORTANT NEGATIVE FACTOR.

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
- Canada's position as one of the few major sources of international supply

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.

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: IF SUPPORT IS GIVEN BY FEDERAL & PROVINCIAL GOVERNMENT, ESTABLISH A SHOW ROOM/SERVICE CENTER IN CONCEPTION FOR 12 TO 15 CANADIAN FORESTRY EQUIPMENT MANUFACTURERS

Results Expected: SALES OF 5 M THE FIRTS YEAR OF OPERATIONS AND MORE FOR SUBSEQUENT YEARS.