

RPT82

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 EXPORT PROMOTION PRIORITIES

Mission: BRASILIA

Country: BRAZIL

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. AGRI & FOOD PRODUCTS & SERVICE  
CANADIAN LIVESTOCK ESPECIALLY DAIRY AND GOATS RECOGNIZED IN BRAZIL FOR HIGH GENETIC QUALITY. INTENSIVE MARKETING EFFORTS BY POSTS THROUGH SEMINARS, FAIRS, AND INCOMING MISSIONS HAVE FURTHER INCREASED AWARENESS OF SUPERIOR GENETIC IMPROVEMENT PROGRAMS IN CANADA.
2. ADVANCED TECH. PROD. & SERV  
DUE TO VERY SUCCESSFUL BRASISAT PROGRAM (SPAR) BRAZILIAN OFFICIALS WELL-DISPOSED TOWARD CANADA FOR SECOND GENERATION SATELLITES. CELLULAR TELEPHONY OFFERS INTERESTING MARKET OPPORTUNITIES FOR SELECTED CON FIRMS WHO HAVE ADVANCED SYSTEMS OF INTEREST TO BRAZIL.
3. TRANSPORT SYS,EQUIP,COMP,SERV.  
BRAZIL LOOKING FOR FOREIGN PARTNER WILLING TO DEVELOP THIRD COUNTRY OPPORTUNITIES WITH BRAZILIAN FIRMS - CANADA VIEWED AS POTENTIAL PARTNER. EBTU NATIONAL MASS TRANSIT PLAN IS A PRIORITY GOVT PROGRAM.
4. POWER & ENERGY EQUIP. & SERV.  
AFTER SEVERAL YEARS HIATUS, NEW HYDRO GENERATION PROJECTS NOW BEING UNDERTAKEN. BRAZILIAN GOVT PREPARED TO RENEW MOU WITH CANADIAN GOVT AND IDENTIFY NEW PROJECTS FOR CANADIAN PARTICIPATION (CGE).
5. GRAINS AND OILSEEDS  
CANADA HAS REPUTATION AS RELIABLE LONG-TERM SUPPLIER OF GOOD QUALITY GRAIN. PRESIDENT DF JUNTA DO TRIGO IS STRONG ALLY OF CANADA. LONG TERM MARKET OPPORTUNITIES FOR CANADIAN WHEAT REMAIN EXCELLENT REGARDLESS OF EXCEPTIONAL CONDITIONS WHICH PREVAILED IN 1988 BOTH IN BRAZIL AND CANADA AND LED TO NO SALE SITUATION.

The most important current Canadian export sectors to this market are (based on actual export sales):

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|----------------------------------|-----------------------------------|
| 1. GRAINS AND OILSEEDS           | 4. TRANSPORT SYS,EQUIP,COMP,SERV. |
| 2. MINE,METAL,MINERAL PROD & SRV | 5. FOREST PRODUCTS,EQUIP,SERVICES |
| 3. ADVANCED TECH. PROD. & SERV   |                                   |