

## Export and Investment Promotion Planning System

MISSION: 633 SANTIAGO

COUNTRY: 068 CHILE

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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

LOCAL COMPETITION FOR CONSTRUCTION AND CONSULTING SERVICES IS ALSO VERY STRONG.

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:

- No factors reported by mission

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: IDENTIFY NEW PROJECTS IN HYDRO SECTOR I.E. SMALL PLANTS AND INTRODUCE CDN COS TO ENDESA AND LOCAL REPRESENTATIVES

Results Expected: TO HAVE CDN CO PREQUALIFIED FOR EQUIPMENT PROCUREMENT.

Activity: ASSIST BG CHECO AND HYDRO QUEBEC INTERESTED IN THE ALFALFA HYDROELECTRIC PROJECT (CONSTRUCTION OF TRANSMISSION LINE)

Results Expected: SALE OF CANADIAN EQUIPMENT AND SERVICES.

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: ENDESA WILL BUILD A 700 MILLION US HYDROELECTRIC POWER STATION IN 1987-92. WE WILL DEVELOP THE PROPER CONTACTS IN ORDER TO BE INVOLVED

Results Expected: OBTAIN AT LEAST 20% OF THAT PROJECT