

Export and Investment Promotion Planning System

MISSION: 631 BUENOS AIRES

COUNTRY: 001 ARGENTINA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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

Activity: REPORT ON RAILWAY DEVELOPMENT WAS POSTPONED DUE TO LACK OF DECISION IN RAILWAYS.

Results Expected: ALERT CDN SUPPLIERS OF OPPORTUNITIES TO SUPPLY SERVICES/PRODUCTS & ALSO TO JOINT VENTURE

Activity: AUTOPARTS STUDY PENDING IMPROVEMENT OF MARKET

Results Expected: LOCAL AUTO INDUSTRY AT LOW POINT, BUT COULD EVENTUALLY OFFER GOOD POTENTIAL FOR LICENSING /JOINT VENTURE.

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: SECTORAL STUDY, ARGENTINE AUTOPARTS INDUSTRY.

Results Expected: A) TO IDENTIFY REQUIREMENTS IN TERMS OF TECHNOLOGIES. B) TO IDENTIFY IMPORT REQUIREMENTS & MARKETING CHANNELS. C) TO INCREASE NO. CDN COY ACTIVE IN MARKET.