

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

290

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- IMPORT
- PROHIBITIONS
- SENSITIVITIES OF MKTING DEFENCE
- SYSTEMS & TECH. TO NON NATO MEMBER

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW UP TO HITECH 88
Expected Results: IDENTIFY NEW OPPORTUNITIES: POTENTIAL APPROX. \$ 20 MM

Activity: ASSIST GROUP IN BID ON GRUMMAN CONVERSION
Expected Results: POTENTIAL SALE OF KITS \$ 50MM

Activity: PREPARE & DISTRIBUTE UPDATE ON NAVY PROGRAMS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: REVISE DEFENSE SECTOR REPORT & PREPARE STRATEGY
Expected Results: IDENTIFY OPPORTUNITIES, RECOMMEND PLAN OF ACTION FOR FOLLOWING YEARS.

Activity: RESUME CONTACTS W/NAVY & CTA PARTICULARLY, ABANDONED SINCE
Expected Results: IMPROVE NETWORKING IN DEFENCE IND. AND CHANCES FOR INCREASED SALES.