

- Brazil has deregulated many key industry sectors, and opened up many to foreign investment, increasing opportunities for Canadian exporters and investors. The most rapidly growing markets are telecommunications and informatics; there are major opportunities in energy and mining sectors.
- Canadian suppliers have carved out a significant market presence in the high-technology, communications, automated production, livestock and environmental sectors.
- Canada is the seventh-largest foreign investor in Brazil, with total investments approaching \$4 billion. Brazil has become one of Canada's most important foreign investment destinations.
- During the Prime Minister's visit to Brazil in January 1995, Canadian businesses signed deals and agreements-in-principle worth \$602 million.

Development Co-operation

- Canada's development co-operation with Brazil is co-ordinated through the Canadian International Development Agency (CIDA) and is based on sharing Canadian experiences and know-how through partnerships between a wide range of Canadian and Brazilian organizations. CIDA's programming focuses on supporting Brazilian efforts to address social equity issues and respond to urban and industrial environmental challenges. In 1996-97, CIDA's geographic, non-governmental, institutional and industrial co-operation programs contributed about \$10 million to support Canadian partners in Brazil.
- CIDA's industrial co-operation program (CIDA-INC) fosters business collaborations between Canadian and Brazilian firms as well as transfers of technology and services. Since 1978, the program has contributed \$12.9 million to support co-operation, primarily in the manufacturing, energy, and health sectors. CIDA-INC has 12 operational projects in Brazil, of which seven are related to Canadian investments and five to consulting services.
- CIDA's Educational Institutions Program provides support through several Canadian universities to strengthen the federally funded Brazilian universities in environmental management, agriculture, home economics, and distance education.
- A group of Canadian non-governmental organizations receive CIDA support to work in partnership with Brazilian organizations to strengthen the local capacity for health care, education, micro-enterprise