

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SANTIAGO

Market: CHILE

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Performance of local agent or representative

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

Activity: CONTINUE TO PROMOTE CANADIAN EQUIPMENT TO ESCONDIDA
Expected Results: INCREASE CANADIAN EXPORTS ABOVE THE EDC 25 M.

Activity: MEET & CONV. CDN MINES INV. IN CHILE TO BUY CDN
Expected Results: CONVINCING LAC MINERAL AND ECHO BAY MGT

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: MINTEC - SEPTEMBER 1989
Expected Results: BOTH ACTIVITIES WILL INCREASE OUR CHANCES TO SELL TO 3 CDN CO NEW GOLD MINES AS WELL AS TO INCR. SALES TO COPPER MINES.

Activity: EXPOMINERIA IN MAY/JUNE 1990
Expected Results: BOTH ACTIVITIES WILL INCREASE OUR CHANCES TO SELL TO 3 CDN CO NEW GOLD MINES AS WELL AS TO INCR. SALES TO COPPER MINES.