

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: LIMA

Market: PERU

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- CIDA programs
- Competitive pricing
- 1)COUNTERTRADE 2)CCC AC-
- TING AS PROCUREMENT AGEN-
- CY

Factors for Canadian exports not reaching market potential:

- LACK OF AVAILABILITY
- OF HARD CURRENCY

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

Activity: PROMOTION IN CANADA OF FOLLOWING PROJECTS:

Activity: AERO-NAVAL BASE SECURITY PROTECTION,
Expected Results: SALES OF CDN \$ 20⁸ OVER 4 YEARS

Activity: BOMB DEACTIVATING EQUIPMENT FOR ARMY AND POLICE

Activity: SECURITY SYSTEMS FOR OTHER GOVERNMENT AND PRIVATE FIRMS

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

Activity: LOCAL CAMP.PROM.SECU.SERV.EQUIP.TO PROV.SECT.,NOTAB.MINING
Expected Results: ENHANCE SALES.POSSIBILITIES