

Recent Canadian Successes in Colombia

Colombia is Canada's 26th largest export market in the world and the fourth largest in Latin America - behind Mexico, Brazil and Venezuela. Canadian exports to Colombia reached C\$419 million in 1996 up from C\$392 million in 1995, led by wheat, pulses, malt, newsprint and paper products, copper, telecommunications, machinery, asbestos, motor vehicles and parts, electronic equipment, polyethylene and polymers, chemicals, processed foods and beverages.

There is an interest to associate with Canadian firms and this reflects the sharply increasing awareness of Canada as a source of technology and quality products. This perception owes much to the high profile of Canadian companies active in Colombia, such as Bell Canada International, TransCanada PipeLines, Interprovincial Pipe Line, Northern Telecom, Bell Helicopters, Bombardier, Labatt's and McCain Foods Ltd.

Bell Canada International holds a greater than 50% stake in Colombia's most successful cellular telephone service provider, Comcel. Through aggressive marketing, superior customer service and innovative products, Comcel's market share for the Eastern region of the country now exceeds 51%.

Holding a 34% equity, TransCanada PipeLines Ltd. is the project manager and operator of the TransGas de Occidente S.A. Gas Pipeline Project. The project is a 344 kilometre-20" pipeline expected to come into service in early 1997. TCPL also owns a 17.5% interest in the Cusiana-Cupiagua Oil Pipeline Project and is a joint operator of the pipeline. The Cusiana project consists of 800 kilometres of 30" and 36" pipeline as well as the expansion storage and port facilities.

Interprovincial Pipe Line International Ltd. has a 17.5% stake in Ocesa, the Cusiana-Cupiagua Oil Pipeline Project, and is a joint operator of this pipeline. When completed, the Cusiana line is expected to operate at a capacity of 500,000 barrels per day.

Over the past year, Colombia has witnessed a strong surge of Canadian investment activity in the communications and energy sectors, with Canadian investors involved in projects worth over US \$3 billion. Investments in other sectors are also under discussion.