

## Export and Investment Promotion Planning System

MISSION: 631 BUENOS AIRES

COUNTRY: 001 ARGENTINA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:  
SOURCING OF ELECTRONIC PARTS AND COMPONENTS HAS TRADITIONALLY BEEN FROM COUNTRIES OTHER THAN CANADA (U.S.A. AND EUROPE). ARMED FORCES ARE ONLY NOW BEGINNING TO LOOK TO OTHER SUPPLIERS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: COMPLETE MARKET SURVEY OF FABRICACIONES MILITARES ELECTRIC/ELECTRONICS PRODUCTS REQUIREMENTS AND IDENTIFY USUAL MARKETING CHANNELS.

Results Expected: OBTAIN PRECISE INFO ON INDUSTRY NEEDS AND WAYS TO GET INVOLVED FOR CANADIAN SUPPLIERS.

Activity: COMPLETE MARKET SURVEY ON AIR AND MARINE MARKET AIDS REQUIREMENTS AND IDENTIFY MARKETING CHANNELS.

Results Expected: OBTAIN INFO ON FUTURE INDUSTRY NEEDS AND WAYS TO GET INVOLVED FOR CDN SUPPLIERS.