

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: SAO PAULO

Country: BRAZIL

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV
SEVERAL IMPORTANT ACTIVITIES IN COMMUNICATIONS (SATELLITE-RURAL - CELLULAR). ACTIVITY IN SOFTWARE: POSSIBLE TRANSFER OF TECHNOLOGY FOR ADVANCED TECHNOLOGY SYSTEMS FOR PROCESS CONTROL, ETC.
2. TRANSPORT SYS, EQUIP, COMP, SERV.
RAILWAYS HAVE BEEN CLASSIFIED AS A PRIORITY TO ENSURE BETTER DOMESTIC DISTRIBUTION OF AGRICULTURE PRODUCTION AND TO CONTRIBUTE TO THE COMPETITIVENESS OF BRAZILIAN EXPORTS.
3. OIL & GAS EQUIPMENT, SERVICES
PLANNED INVESTMENT IN OIL AND GAS SECTOR GREATER THAN ANY OTHER SECTOR PROSPECTS FOR CANADIAN EXPORTS EXCELLENT AS PETROBRAS OPENING UP TO EXTERNAL FINANCING AND TECHNOLOGY.
4. MINE, METAL, MINERAL PROD & SRV
NEW INVESTMENTS IN THE SECTOR, MAINLY IN GOLD, ATTRACTING LARGE AND SMALL COMPANIES. POSSIBILITIES OF SELLING TECHNOLOGY AND EQUIPMENT FOR UNDERGROUND MINING.
5. AGRI & FOOD PRODUCTS & SERVICE
AGRICULTURE SECTOR IS ONE OF GOB'S PRIORITIES IN NATIONAL DEVELOPMENT AND IS GOING THROUGH A PRODUCTION INCREASE PERIOD WHICH IS PLANNED TO BE KEPT IN THE YEARS TO COME.
6. DEFENCE PROGRAMS, PRODUCTS, SERV
BRAZIL IS THE 5TH LARGEST EXPORTER OF DEFENCE PRODUCTS IN THE WORLD AND HAS THE LARGEST DEFENCE STRUCTURE IN SOUTH AMERICA.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. TRANSPORT SYS, EQUIP, COMP, SERV.
2. MINE, METAL, MINERAL PROD & SRV
3. AGRI & FOOD PRODUCTS & SERVICE
4. FOREST PRODUCTS, EQUIP, SERVICES