

Export and Investment Promotion Planning System

MISSION: 637 SAO PAULO

COUNTRY: 047 BRAZIL

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE POST'S PROFILE RAISING EFFORT ON BEHALF OF COD EXPORTERS BY INCREASING CONTACTS WITH FISH IMPORTERS AND PROMOTING HIGH QUALITY OF CANADIAN PRODUCTS AND RELIABILITY OF SUPPLIERS.

Results Expected: INCREASE CANADIAN SHARE OF COD IMPORT MARKET.

Activity: ASSIST CANADIAN EXPORTERS BY CONDUCTING MINI SURVEY OF MARKETING REQUIREMENTS.

Results Expected: SUPPLIERS WILL BE BETTER INFORMED ABOUT PECULIARITIES OF BRAZILIAN MARKETING.

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: INTRODUCE NEW SPECIALIZED LUXURY PRODUCTS, E.G. SMOKED SALMON TO MARKETING BY PUTTING CANADIAN SUPPLIERS EXPRESSING AN INTEREST IN BRAZILIAN MARKETING IN TOUCH WITH IMPORTERS.

Results Expected: SOME SALES OVER THE MEDIUM TERM.