

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

275

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BRASILIA

Market: BRAZIL

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Restrictive quotas

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

Activity: CIDA-FINANCED SARSAT GROUND STATION HAS BEEN INSTALLED  
Expected Results: SALE OF ONE OR TWO ADDITIONAL GROUND STATIONS AND LOCATOR BEACONS.

Activity: SPAR PROPOSAL TO DEVELOP LOW COST/LOW CAP EARTH TERMINAL  
Expected Results: IMPORTANT NEW PRODUCT DEVELOPMENT FOR SPAR AND SIGNIFICANT SALES IN BRAZIL AND THIRD MARKETS.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: RENEW INVITES FOR MINISTER OF COMMUN & PRES OF EMBRATEL  
Expected Results: INCREASED AWARENESS OF CANADIAN EXPERIENCE IN ADVANCED TELECOM TECH.

Activity: TELEBRAS OFFICIAL TO PARTICIPATE IN DOC ISDN TRIALS  
Expected Results: FUTURE SALES OF ISDN CHIPS AND CONSULTING SERVICES.

Activity: VISITS TO STATE METEOROLOGY AGENCIES TO MKT CDN REMOTE SENSING  
Expected Results: INCREASED SALES OF GREGORY GEOSCIENCE, MACDONALD DETWILER AND OTHER EQUIPMENT.