

Brazil Means Business

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exchange contract also can be arranged in just a few days.

• Technology growth sectors that match well with Canadian expertise include:

- informatics;
- telecommunications (infrastructure expansion, including cellular telephony, could see expenditures of \$22 billion by 1995);
- pharmaceuticals and specialty chemicals;
- agro-industry (now open, particularly to enhanced sales of Canadian wheat);
- services (this sector is being liberalized. It is important to note that *foreign consulting engineering companies wanting a realistic chance to win government contracts should work through or on sub-contract to*

local partners);

- mining and mineral processing;
- transportation and environmental products.
- Long-term financing, at the present time may not be available, but there are four Canadian banks with offices in Brazil that have short-term trade lines (sometimes up to 360 days) available to finance your products. They are Royal Bank of Canada, Bank of Montreal, Bank of Nova Scotia, and Toronto Dominion.
- As a major contributor to both the Inter-American Development Bank (IADB) and the World Bank, Canada can be a major beneficiary of the banks' financing of projects in Brazil. The IADB alone will make \$22.5 billion available to Latin American countries over the next three years,

providing capital to improve regional infrastructure and social services.

• Canadian wheat sales to Brazil have increased significantly and new products (\$5 million worth of diapers) have been sold for the first time. Other major Canadian exports include aircraft engines, newsprint, coal, fertilizers, dairy cattle, cellular phone systems, machine readable passport systems, hydro-generator monitoring systems, and cancer therapy equipment.

• The environment presents 'a number of exciting prospects for cooperation' between Canada and Brazil, through trade and joint venture opportunities by the private sector.

• The Canadian International Development Agency's Industrial Cooperation Program has funding available for viability and prefeasibility studies that could lead to the possible transfer of technology into Brazil.

• Each year, External Affairs and International Trade Canada supports the participation by Canadian companies in trade fairs in Brazil. Staff at the Embassy in Brasilia and the Consulate General in Sao Paulo are also on hand to help Canadian companies interested in this market.

For further information on Brazil-Canada trade, contact Francis Uy, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-4199. Fax: (613) 943-8806.

Information also is available directly from the Canadian Embassy, Brasilia, tel.: (011-55-61) 321-2171; fax: (011-55-61) 321-4529/321-3257; or from the Canadian Consulate General, Sao Paulo, tel.: (011-55-11) 287-2122/2234/2601/2176; fax: (011-55-11) 251-5057.

Baltic Offices Opened

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