

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SAO PAULO

Market: BRAZIL

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- 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
- LAW OF NATIONAL
- SIMILARS
- MOST MULTINAT. PROD. SIMILAR EQPT.
- IN BRAZIL W/COMPETITIVE PRICING.

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

Activity: CONT. SUPPORT OF CDN CO. MARKETING ACTIVITIES  
Expected Results: INCREMENT IN SALES OF INSTRUMENT. NETWORK PROTECTORS ETC.

Activity: ASSITANCE TO FES INTERNATIONAL TOGETHER WITH AGENT.  
Expected Results: SALES OF PDA EQPT TO UTILITIES.