

CANADIANS FIND GOOD OPPORTUNITIES IN MERCOSUR

Canadian companies from all industrial sectors are finding opportunities in the countries of Mercosur. The following highlights just some of the Canadian activity in this lucrative and growing market.



ENVIRONMENT

Zenon Environmental of Ontario, operating in Brazil since 1997, is concentrating on projects for the re-use of industrial wastewater, in a market where water is expensive and new environmental laws are making the discharge of wastewater more and more expensive. The company designed a wastewater-treatment system for a São Paulo theme park that allows for 100% water re-use.

FOOD AND BEVERAGE

Brome Ducks, Ltd., Clearly Canadian Beverage Corp., Food Marketers International (FMI) Ltd. and McCain Foods Ltd. are some of the Canadian companies selling food and beverage products in the Brazilian market. McCain dominates the country's frozen french fries market, through its subsidiary McCain Alimentos do Brasil Ltda. McCain Foods will also be increasing its production capacity in Argentina through construction of a new plant. Currently 60% of the Argentine production is exported to the Brazilian market, while the remainder is destined for Argentina, Uruguay and Chile.



HEALTH AND PHARMACEUTICALS

Apotex Incorporated has gained access to the Brazilian pharmaceutical market through a joint venture with Ibfarma. Active in Brazil since 1998, Apotex is positioned to gain market share in Mercosur, once common regulations come into effect in all member countries. The Global Group has also established a joint-venture agreement, with a local São Paulo company, Mobilinea Industria e Comercio de Moveis Ltda, which will manufacture Global's line of products for distribution throughout Latin America. Annual sales exceed \$1 million.

MINING AND ENERGY

The Canadian Consulate in Rio de Janeiro has assisted dozens of Canadian companies in the mining and energy sectors to seal deals in Brazil. During the 1998 Team Canada mission to Latin America, Ontario-based Lakefield Research formed a joint-venture laboratory to provide sample preparation, analytical testing and other services related to the exploration, mining and environmental industries.

Through a local representative, ESBB International Inc. Energy of Quebec recently won a US\$2.5-million contract to supply emergency towers to Brazilian power utility CEMIG.

Optech, Inc., Doz Technologies Inc., Altoro Gold Corp. and Barrick Gold are a just a few examples of the many Canadian companies active in Brazil's mining sector, while HydroSoft Energie, AGRA Monenco Inc. and Trench Ltd. have projects in the energy sector.

