

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

237

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: LIMA

Market: PERU

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Import duties are high
- Non-competitive pricing
- Performance of local agent or representative
- UNSTABLE INVESTMENT CLIMATE IN PERU

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

Activity: IMPROV CONT W/PETROPERU & PETROMAR, NOTAB W/FIELD TECHNICIANS
Expected Results: INCREASE AWARENESS OF CDN CAPABILITIES; AND CDN COS ON ELLI-
GIBLE BIDDERS LIST

Activity: DEV BROADER RANGE OF REL WITH REPS/AGENTS INVOLVES IN PETRO
Expected Results: INCREASE AWARENESS OF CDN CAPABILITIES IN THE OIL AND GAS
SECTOR

Activity: FOLLOW-UP WITH PAST PARTICIPANTS OF NATL PETROLEUM SHOW
Expected Results: CONTRACT(S) RELATED TO NORTHERN PIPELINE MAINTENANCE (\$3 MIL-
LION)