

# Trade Mission To Latin America

*January 1995*



- Canadian companies announced 110 new business deals during this mission worth an estimated \$2.76 billion, including contracts, memoranda of understanding, letters of intent and joint venture arrangements.
- Of these transactions, 66 are now firm contracts, up from 40 in January 1995.
- At least 10 new business transaction worth an additional \$65 million have been reported by Canadian companies since the mission.
- More than 70 contracts signed during or since the trade mission to Latin America have generated current and future business valued at \$2.4 billion.
- Canadian companies have also enhanced their presence in these markets through investments. For instance, additional investments in Chile valued at more than \$1.9 billion have been reported.
- Exports to countries visited by this mission made strong gains in 1995:
  - Exports to Argentina increased 19 per cent to \$237 million
  - Exports to Brazil increased 32 per cent to \$1.3 billion
  - Exports to Chile increased 23 per cent to \$387 million