

Export and Investment Promotion Planning System

MISSION: 631 BUENOS AIRES

COUNTRY: 001 ARGENTINA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: PIEDRAL DEL AGUILA HYDRO
Approximate Value: \$ 3000 M
Financing Source: 003 IADB 023 EDC
For further info. please contact:
W. PERKINS/EMBASSY TLX:33-21383
- iii) Project Name: PICHU PICUN LEUFU
Approximate Value: \$ 1000 M
Financing Source: 023 EDC
For further info. please contact:
W. PERKINS/EMBASSY TLX:33-21383
- iv) Project Name: SEGBA DISTRIBUTION POWER ENGINEERING PROJECT
Approximate Value: \$ 425 M
Financing Source: 001 IBRD
For further info. please contact:
W. PERKINS/EMBASSY TLX:33-21383

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing