

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 EXPORT PROMOTION PRIORITIES

Mission: BOGOTA

Country: ECUADOR

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. OIL & GAS EQUIPMENT, SERVICES

OIL EXPORTS ARE THE PRIMARY FOREIGN EXCHANGE EARNER AND AS SUCH, MAINTAINING AND ENHANCING OIL PRODUCTION IS A TOP GOVERNMENT PRIORITY. YEARS OF CAREFUL CULTIVATION OF THIS SECTOR ARE BEGINNING TO BRING RESULTS FOR CANADIAN FIRMS.

2. MINE, METAL, MINERAL PROD & SRV

THE ECUADOR GOVERNMENT IS COMMITTED TO EXPANDING NON-TRADITIONAL EXPORTS AND HAS INCREASINGLY FOCUSED ON THE MINING SECTOR, ONE IN WHICH CANADIAN PRODUCTS AND TECHNOLOGIES ARE ALREADY WELL-KNOWN AND HIGHLY THOUGHT OF IN ECUADOR.

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The most important current Canadian export sectors to this market are (based on actual export sales):

1. MINE, METAL, MINERAL PROD & SRV
2. CHEM PROD & PETROCHEM, EQP, SERV
3. FOREST PRODUCTS, EQUIP, SERVICES

4. ADVANCED TECH. PROD. & SERV
5. GRAINS AND OILSEEDS
- 6.