# GLOBAL MARKET OPPORTUNITIES REPORT FOR

HEATING, VENTILATION, AIR-CONDITIONING AND REFRIGERATION EQUIPMENT (HVACR)

COMMERCIAL DIVISION CANADIAN EMBASSY

**BUENOS AIRES, ARGENTINA** 

**JUNE 1994** 



# Dept. of External Affairs Min. des Affaires extérieures

MAY 18 1995

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Dept. of External Affairs Min. des Affaires exténeures

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#### THE HVAC&R MARKET

There are approximately 5,346 retail stores in Argentina selling HVAC&R equipment. Total apparent consumption of HVAC&R products has been increasing in the last few years. This is mostly due to Argentina's stable economy since the new government took office and started an economic reform program which included currency convertibility among other measures.

# ESTIMATED SIZE OF MARKET IN CANADIAN DOLLARS FOR THE HEATING, REFRIGERATING, AND AIR CONDITIONING EQUIPMENT SECTOR

The Argentinean HVAC&R market amounted to about \$897 million (US\$ 650 million) in 1993. Competition is very strong from other international players, but official tariffs and regulatory structures are relatively open. Brazil accounts for over 50% of the imports in the Argentine market.

# DOMESTICALLY MANUFACTURED PRODUCTS VERSUS IMPORTS, BROKEN DOWN BY PRODUCT CATEGORY

and muse in the more	19	92	1993	
	DOMESTIC	IMPORTS	DOMESTIC	IMPORTS
Refrigerators	553,561	135,209	688,282	206,524
Freezers	207,392	57,088	139,353	77,358
Air Conditioners	43,005	21,748	51,912	17,615
TOTAL	803,958	214,045	879,547	301,497

Over 50% of imported goods came from Brazil.

No data was available for the Heating sector.

# TRENDS AND PROJECTED AREAS OF GROWTH

Through personal interviews held within the refrigeration sector, it was deemed that the total market size for these products will decrease in 1994. The Argentine market is not expected to maintain the same dynamic purchasing capacity it has shown in the last few years. The HVAC sector, however, feels the market will show an increase in the number of imports, since all new commercial construction will require air conditioning equipment.

#### THE HYACER MARKET

There are approximately 5,345 retail stores in Argentina selling HVAC&R equipment. Total apparent consumption of HVAC&R graduers has been increasing in the last low years. This is mostly due to Argentina's stable economy since the new government took office and started an economic reform program which included currency convertibility among other measures.

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In the industrial arena, the production of CFCs will present export opportunities for Argentina since developed countries will reduce CFC production to 15% in 1994 and 0% towards the end of 1995.

# **KNOWLEDGE OF CANADIAN EXPORT CAPABILITY**

There is very limited knowledge of Canadian export capability with the exception of nuclear technology. As far as the HVAC&R technology is concerned the knowledge is almost non-existent. For example, in the area of refrigerators/freezers in 1993, there were only 4 refrigerators imported from Canada. There is, however, a distributor of Lennox HVAC products in Buenos Aires.

A few articles and/or advertisements in some of the most popular trade magazines mention HVAC&R related projects being carried out by Canadian institutes. An example is the Canadian Heating, Refrigeration and Air Conditioning Institute's participation in two international technology transfer projects with Brazil and China.

# CANADA'S PERCEPTION AS A SUPPLIER VS. OTHER FOREIGN COMPETITORS

Since there is very little awareness of Canadian export capability, Canada's perception as a supplier vs. other competitors is extremely difficult to assess.

# PREFERRED MARKETING AND DISTRIBUTION CHANNELS

Manufacturers (Aurora, Philco, Helametal) sometimes import non-competitive products to complement their lines, but retailers do most of the importing. These include chain stores such as Frávega, Carrefour, Brukman, etc.

# AGENTS/DISTRIBUTORS OR COMMERCIAL OUTLETS FOR HVAC&R SECTOR

### INFRARED HEATERS MANUFACTURERS MAQUINARIAS LANDAU

Av. Asamblea 524 (1424) Buenos Aires - Argentina Tel: (54-1) 923-2424/0918/92-7875

Owner: Mr. Oscar Landau

#### MARTINEZ HNOS. SRL.

Cavour 3727

(1824) Lanús - Pcia. de Buenos Aires - Argentina

Tel: (54-1) 241-7016/247-6593 Fax: (54-1) 247-6593

Owner: Mr. Alberto Martínez

In the influstral stand, the production of CECs will present export opportunities for Assentina since developed countries will reduce CEC production to 15% in 1994 and 0% cowards the end of 1995.

#### ENOWLEDGE OF CANADIAN EXPORT CAPABILITY

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# CARADAS FERGRETION AS A STRUCTURE VS. OTHER FOREIGN COMPETITORS

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# PREFERED MARKETING AND DISTRIBETION CHANNELS

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# ACENTS DISTRIBUTORS OR COMMERCIAL OUTLETS FOR HYACAH SECTOR

# INFRARED HEATERS MANGEACTURINGS

Av. Asambles 574

(1424) Suenos Aires - Argentina

Tel: (54-1) 923-2424/0918/92-7879

Owners Mr. Oyear Landau

# MARTINEZ HNOS. SRL

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(1824) Lamis - Pena. de Basanos Arres - Argentina

CHEST OF STREET STREET, 194

#### ROSARIO S.A.

V. de la Vega 3785

(1437) Buenos Aires - Argentina

Tel: (54-1) 91-3202/6634

Fax: (54-1) 91-5374

President: Mr. Carlos Schiarroni

#### INFRARED HEATERS DISTRIBUTORS BOSSI, ERCILIO CARLOS SACeI

Corrientes 1182

(1043) Buenos Aires - Argentina

Tel: (54-1) 35-5120/3497

Fax: (54-1) 35-1186

Purchasing Manager: Mrs. Ana Morrone

#### BRUKMAN HNOS SAICFeI

Corrientes 4678

(1195) Buenos Aires - Argentina

Tel: (54-1) 862-8875/87-3743/88-4351 General Manager: Mr. Norberto Nijamkin

#### CANAL S.A.

Av. Independencia 3173

(1225) Buenos Aires - Argentina

Tel: (54-1) 93-4588/7534/9265/97-0671/1186

Fax: (54-1) 97-5281

President: Mr. Raúl Naidanik

#### CORVET S.A.

Av. Pueyrredón 956

(1032) Buenos Aires - Argentina

Tel: (54-1) 962-6336/6371/961-3191/962-6336

Fax: (54-1) 962-6305

President: Mr. Benjamín Guebel

#### FERRANDO, JULIO C. SACIF

Av. Cabildo 3920

(1429) Buenos Aires - Argentina

Tel: (54-1) 70-9097/5456/8741/5499

Fax: (54-1) 70-5527

Purchasing Manager: Mrs. Viviana Bustelo

District Opportunities Reserved Bar HVAC S.R. Englander

ROSARIO S.A.
V. de la Voga 1785
P437) Buenos Aires - Argenina
Est. (54-1) 91-3202/6634
Par. (54-1) 91-3202/6634
President Mr. Carlos Schierros

NERARED HEATERS DISTRIBUTORS
10551, ERCHIO CARLOS SACel
Lorisones 1182
1043) Burgos Augs - Argenna
1043; (54-1) 45-5120/3497
28; (54-1) 35-1186
28; (54-1) 35-1186
29; (54-1) 35-1186

SRECKATAN BROS SAICEJ Comicales 4678 (1205) Buenos Aires - Argentina Celi (54-1) 862-8875/87-3743/88-4341 General Atamager: Mr. Nociocco Ngamkin

CANAL S.A.

Av Independencia 3173
(1223) Buenus Aires - Argenone
Tel. (54-1) 91-4588/334/9265/97-9671/1186
Fext (54-1) 97-5281
President: Nar. Raul Naidanik

CORVET S.A.

Av. Pueymeden 956
(1032) Buenes Aines - Argenins
Telt (54-1) 962-6336/6371/961-1101/962-6336
Fax: (54-1) 962-6305
President Mr. Benjamin Guenel

EFRRANDO, JULIO C. SACIF Av. Cabildo 3930 (1429) Buenos Auss - Arguntina Tel: (54-1) 70-9097/5456/8754/5499 Eax: (54-1) 70-5527 Purchasing Manager: Mrs. Visiana Bustulo

#### **APPLIANCE MANUFACTURERS**

#### B.G.H. S.A.

Brasil 731

(1154) Buenos Aires - Argentina

Tel: (54-1) 361-8008/8148

Fax: (54-1) 361-1063 Tlx: 21548 BGH AR

Contact: Dr. Julio Hojman, President

#### AURORA S.A.

Cerrito 866

(1336) Buenos Aires - Argentina

Tel: (54-1) 46-3251/7 Fax: (54-1) 40-5277

Contact: Mr. Jaime Taraciuk, Vicepresident

# HOUSEHOLD PRODUCTS DISTRIBUTORS BACIGALUPO HNOS S.A.

Humboldt 1560

(1414) Buenos Aires - Argentina

Tel: (54-1) 774-6272/2423 Fax: (54-1) 774-6268/6272

Purchasing Manager: Mr. Arnolfo Bacigalupi

#### **BOEDO HOGAR**

Boedo 1077

(1239) Buenos Aires - Argentina

Tel: (54-1) 97-2300/4999/5057/5601/8249

Fax: (54-1) 93-0431

President: Mr. Sergio Pons

#### BOSSI S.A.

Corrientes 1800

(1036) Buenos Aires - Argentina

Tel: (54-1) 35-5120/3497/9591 Fax: (54-1) 35-1186

General Manager: Mr. Carlos Bossi

#### BRUCKMAN HNOS.

Corrientes 4678

(1195) Buenos Aires - Argentina Tel: (54-1) 862-8875/87-3743

General Manager: Mr. Norberto Nijanskin

#### APPLIANCE MANUFACTURERS

B.C.H. S.A.

167 House

1151) Burgles Aires - Argentina

8118,8008-106 (1,47) 367

Fax: (54-1) 361-1063 Tix: 21548 BOH AR

Contact: Dr. Julio Hojaran, President

#### AS ASSOSTA

Cerrito 866

(1336) Buenos Aires - Argentina

Tel: (54-1) 46-325147

Pax: (54-11 40-5277

Contact: Mr. Jaime Tarachik, Vices resident

# HOUSIGIOUD PRODUCTS DISTRIBUTORS

DACIGALUPO HNOS S.A.

0021 thlegenuH

1414) Buenos Aires - Argentina

Tel: (54-1) 774-6272/2423

Fax: (54-1) 774-6268/6272

Purchasing Manager: Mr. Amolfo Bacigalupi

#### ROUDO HOGAR

TOT nhang

(1239) Buenos Aires - Argentina

Tel: (54-1) 97-2300/4999/5057/5601/8249

1640-66 (1-15) 226

Enestdent: Mr. Sergio Pons

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(1036) Baenas Aires - Argentina

Tel: (544) 35-5120/3497/9591 Pax: (5

General Manager: Mr. Carlos Bossi

#### BEDCEMAN HNOS.

STAL semeros)

(1195) Buenes Aires - Argentina

TETE TENZONEAR YEAR (SET

interest Manager Mr. Mortrego Milanskin

#### Global Market Opportunities Report for HVAC&R Equipment

#### FERRANDO JULIO C. SACIF

Av. Cabildo 3920

(1429) Buenos Aires - Argentina

Tel: (54-1) 70-9097/5456/8741/5499/701-7157

Fax: (54-1) 70-5527

Purchasing Manager: Mrs. Viviana Bustelo

#### **MUSIMUNDO**

Av. Del Campo 1520

(1427) Buenos Aires - Argentina

Tel: (54-1) 552-8097/8964/8915/554-2184/2236/2335/2434/2583

Fax: (54-1) 551-7983/7996

Import Manager: Dr. Alejandro Heredia

#### OZORES S.A.

Bacacay 1771

(1406) Buenos Aires - Argentina

Tel: (54-1) 632-1812/3742/631-5939

Fax: (54-1) 633-2999

Purchasing Manager: Mr. Antonio Landro

#### SANARGO SACIFI

Alberti 1787

(1009) Buenos Aires - Argentina

Tel: (54-1) 943-6612/15 Fax: (54-1) 941-1069 Manager: Víctor Naymark

#### SCIOLI SACIIF

Av. Corrientes 6001

(1414) Buenos Aires - Argentina

Tel: (54-1) 854-5758/3230/855-0039/1541

Fax: (54-1) 855-1541

Manager: Mr. Alberto Ríos

President: Mr. José Osvaldo Scioli

#### **TELESONIC**

Larraya 3108

(1439) Buenos Aires - Argentina

Tel/Fax: (54-1) 602-7527/7676/8946/601-0496

President: Mr. Víctor Ficuli

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TERRANDO HILLO C. SACIF

OURE STREET, N

(1422) Busing Ams - Argentina

2542-20-909-3456/8741/3499/761/7157

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Parchaning Manager: Mrs. Viviana Busielo

OCKUSKI PUM

Avr. Det Camero 1520

Comment & Camin America (CC)

161 (54-1) 552-8097/8964/8915/554-2184/2236/2335/2434/2583

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agont Managers Dr. Alciandro Heredia

COKES S.A.

(1406) Bornes Alres - Argentina

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Propinsing Manager: Mr. Antonio Landro

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TOTAL BASE OF

(1909) Busney Aires - Argentina

2115130 609 (1.42) 167

F351-140 (6-32) 128

Manager: Victor Neymark

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th: (544) 854-5758/3230/855-0039/1541

1421-228 (1 42) 4861

A credit all segunda

President Mr. José Osvaldo Scioli

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el Faxe (54-1) 602-7527/676/8946/601-04

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# REFRIGERATING UNITS DISTRIBUTORS J. CHERNOMORETZ Y HNOS.

Suárez 1761/65

(1288) Buenos Aires - Argentina Tel: (54-1) 21-0158/5755/3466

Fax: (54-1) 21-3466

Contact: Mr. Luis Chernomoretz

#### TREVI SAICYF

José Gervasio de Artigas 5137/41 (1419) Buenos Aires - Argentina

Tel: (54-1) 571-0190/6658 Fax: (54-1) 571-0190

President: Mr. Jorge Locatelli

# CENTRO FRIO S.A.

Buenos Aires 527 (1617) General Pacheco - Pcia. de Buenos Aires Argentina

Tel: (54-1) 740-5523/0500/736-0416

Fax: (54-1) 740-5523

President: Mr. Horacio Sosa

#### **GOLDER REFRIGERACION**

Lavalle 69 (1646) San Fernando - Pcia. de Buenos Aires Argentina

Tel/Fax: (54-1) 744-6959 President: Mr. Franco Iemmi

#### INGENIERIA GASTRONOMICA S.A.

Calle 93 N° 729
(1650) San Martín - Pcia. de Buenos Aires

Argentina

Tel: (54-1) 752-5424/5862/4760 Fax: (54-1) 953-0133

President: Mr. Ernesto R. Busetto

# INSTALACIONES COMERCIALES LEAL

Av. San Martín 1592 (1824) Lanús Oeste - Pcia. de Buenos Aires

Argentina

Tel/Fax: (54-1) 240-9177 Owner: Mrs. Ernesta F. Gatti

# REPRICIONATIVO UNITO DISTRIBUTORS

(1288) Bu<del>cus</del> Aires - Argentin

Part (54-1) 23-3466

Contact Mr. Luis Chemomoretz

#### WOLLS DEED

José Gelvasio de Arugas 5137/4

(1419) Brienos Ames - Argentina

Telt (54-1) 571 0190/6658 Fax (54-1) 571-0190

#### CENTRO DELO S.A.

(1917) Concrat Pacineco - Peia, de Buenos Aires

Argenina

Tel: (54-H 740-5503-05(07)-6-00)

ESTROPE (3-48) 185

President Mr. Heracio Sosa

#### GOEDFER REFRIGERACION

Co offices I

(1640) San Pérnando - Pera, de farenos Aires

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1814-683 (34-6839

President Mr. Eranco Icanni

# INGENIERIA GASTRONOMICA S.A.

Calle 93 Nº 129

(1630) San Marrin - Pote, de Rectus Aires

Argentina

Tel: (54-1) 352-5424/5862/4760 Pay (54-1) 953-013

# INSTALACIONES COMERCIALES LEAL

See March 1592

(1824) Lands Oeste - Pola, de Buenos Aires

Tel/Pax: (54-1)(240-9177

Owner: Mrs. Briests F. Catti

#### NOR-JOR

Sto. Cabral 647

(1824) Lanús Este - Pcia. de Buenos Aires

Argentina

Tel /Fax: (54-1) 204-7418 President: Mrs. Norma Ferrer

#### MONDINO

Garibaldi 1212

(2000) Rosario - Pcia. de Santa Fé

Argentina

Tel/Fax: (54-1) 84-8185 President: Norberto Mondino

#### PROOF HEATERS DISTRIBUTORS F.L. PADILLA E HLIOS S.A.

Av. Pte. Perón 1200

(1663) Buenos Aires - Argentina

Tel: (54-1) 664-4119/6055

Fax: (54-1) 667-3020

President: Mr. Francisco Padilla

#### TOTAL AUSTRAL S.A.

San Martín 323 - 10 P.

(1004) Buenos Aires - Argentina

Tel: (54-1) 325-8275/76/77/394-0860/0230/7220/7601

Fax: (54-1) 325-8272

General Manager: Mr. Patrick Rambaud

# **IMPORT REGULATIONS**

Import regulations for HVAC&R products include a 20% import duty rate, plus a 10% statistical tax, plus a 3% minor duties, plus 18% VAT.

Brazil accounts for over 50% of imports in the Argentine market, which makes it the major foreign competitor. Import regulations are the same for Brazil as for other countries, but its cheap labour and freight costs are important advantages over the other countries.

#### LANGUAGE OF BUSINESS

English is widely spoken in government and business circles, however, Spanish should be used for promotional material.

SOL SOR

Tan (milit) - 018

(\$24). Liento Este - Pera, de Buenos Aures

Tel Joss (54.1) 204-7418

OKSTROM

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(2000) Rosedo - Pola, de Santa Fe

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PROOF REALERS BISTRIBUTORS

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(1963) Rignes Antes - Argentin

nd: (54-1) 664-411918051

Revenuent After Francisco Paris

TOTAL AUSTRAL S.A.

San Marth 523 - 10 P.

(1004) Buenos Aires - Argenting

181: (34-1) 325-8275 76/77/394-086/10270/720/780/

81 (54-1) 325-8272

General Manager: Mr. Patrick Rambaud

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# LANGUAGE OF BUSINESS

English is watch spoken in government and business circles, however, Spanish should be used for promytomal majorial.

The following agencies/individuals may be contacted for translating/interpreting services:

### BUREAU CENTER INTERNATIONAL BUSINESS CENTER

Mrs. Isabel Sánchez Maldonado Av. Pte. R. Saenz Peña 832 - P. 1 (1388) Buenos Aires - Argentina

Tel: (54-1) 476-0150/59 Fax: (54-1) 476-1900

#### ESTELA NOEMI BRUERA

Mrs. Estela N. Bruera
Daniel Enz N. 455
(1836) Llavallol, Buenos Aires
Argentina

Tel: (54-1) 298-2938 Fax: (54-1) 231-1013

#### RUTH JAMES

Mrs. Ruth James
Catamarca 2920
(1636) Olivos, Buenos Aires
Argentina
Tel: (54-1) 783-1475

#### **RUT SIMCOVICH**

Ms. Rut Simcovich
Juncal 695
(1062) Buenos Aires - Argentina
Tel/Fax: (54-1) 313-6843/7581/3299

#### SILVIA TAUSSIK

Mrs. Silvia Taussik Urquiza 822 (1638) Vicente López, Buenos Aires Argentina

Tel: (54-1) 795-2146 Fax: (54-1) 11-2716

# LOCAL CERTIFICATION REQUIREMENTS

The counterpart to the Canadian Standards Association is the Instituto de Racionalización Argentino de Materiales (IRAM). Although not mandatory, IRAM standards are adhered to by manufacturers when safety issues are concerned. IRAM usually follows ISO and IEC international standards guidelines, although some requirements may have minor modifications.

Country Communities Report for HVALER Foodment

The following agencies/individuals may be contacted for translating/interpreting services:

# BUREAU CENTER INTERNATIONAL BUSINESS CENTER

Mrs. Isabel Senence Meldonado

Av. Pto R. Seenz Pena 832 - P. (1388) Blooms American

(24-1) 476-915(9/39) Pax: (54-1) 476-1990

STEELA NOEMI REUERA

Mrs. Espela N. Brosca

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Fext (54-1) 231-1013

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Text: (54-1) 11-2216

# EGGAL CERTIFICATION REGUREMENTS.

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#### Global Market Opportunities Report for HVAC&R Equipment

Guides which detail the specific certification requirements may be purchased through IRAM headquarters. For further information contact:

Instituto Argentino de Racionalización de Materiales (I.R.A.M.) Chile 1192 (1098) Buenos Aires - Argentina

Tel: (54-1) 381-4424 Tel/Fax: (54-1) 383-4103

### ELECTRICAL REQUIREMENTS

Argentina's electric current requires 220 V, 50 cycles.

# JOINT VENTURES/TECHNOLOGY TRANSFERS

Argentine manufacturers are interested in joint ventures and technology transfers, particularly in the field of CFCs. Interested companies should contact the various chambers listed below.

# PRICING AND OTHER FACTORS

According to I.N.D.E.C. (Instituto Nacional de Estadística y Censos) Stats, the average price for a refrigerator was US\$673 in June, compared to US\$714 for the same refrigerator in March, 1994. Prices in general have been rather stable in the past couple of years. Air conditioners sell for about US\$700 and heaters for about US\$150.

# MAJOR TRADE SHOWS

The only major trade show we have been able to identify, SIRAA '94, is taking place between August 31 to September 4, 1994. It is geared to buyers and distributors of refrigerators, freezers, air conditioners, etc. A folder with more information is attached to this report.

SIRAA '94 (Salón Internacional de Refrigeración y Aire Acondicionado/International Refrigeration and Air Conditioning Exhibition) has been held twice before and last year's attendance was approximately 6,000 buyers/distributors (50% from Buenos Aires, 47% elsewhere in Argentina, and 1% from overseas). The exhibition will be held at the Predio Ferial de Palermo, Pabellón Nro. 1, Buenos Aires, and is organized by the trade magazine La Técnica del Frío. For further information contact:

Leder Denegri Architects Zapata 633, 1er. Piso (1426), Buenos Aires - Argentina

Tel/Fax: (54-1) 773-8055

Charl Market Opportunities Report for HVACAR Employee

Gendes which detail the specific certification requirements may be purchased through IRAM bendmaners. For tenter information cowact:

Estima Caratino de Racionalización de Materiales (L.R. A.M.)

(1098) Blimpy Aues - Argentus Tel 1974 IX 981-4424

Tell Fact (5-4-7) 383-4103

# ELECTRICAL REGULERENENTS

Appending's observe quotest requires 220 V, 50 cycles

# SONAL ABSTRUCTURAL OCK TRANSFERS

Aggentine manufacturies are interested in joint ventores and technology transfers, particularly in the field of CFC at Interested companies should contact the various chambers listed below.

# PRICING AND OTHER FACTORS

According to 1.81 D.E.C. (Insulate Macronal de Estadistica y Cansos) Stats, the average price for a refrigerator was USS-073 in fune, compand to USS-074 for the same refrigerator in Macron, 1994, Prince in general have been rather stable in the past couple of years. Air conditioners sell for about USS-070, and reases for about USS-190.

# MAJOR TRADE SHOWS

The only major trade show we have neen able to identify, SIKAA '94, is taking place, between August 31 to September 1, 1991, it is goated to buyers and distributors of ratingerators, frequent, air conditioners, etc. A folder with more saformation is attached to this report.

STRAK VA (Salon Intermediated to Reinigeración y Aire Acondicionado/International Reinigeration and Air Continuouing Ext baccon has been held twice before and last year's attendance was approximately 6,000 buy envisambuters (50% from Pacenos Aires, 47% elecuber la Argennas, and 1% from overseas). The exhibition will be held at the Predict Ferral de Palermo, Papellón Airo, is Buenos Aires, and a organized by the trade magazine for Terral de Palermo, Papellón Airo information contact.

Loder Desegri Alchbects Supara-633, Lett Piso (1426), Bucsoc Aires - Argentina Care and 4821) 773,8055

# INTERNATIONAL SHOWS

No international shows are usually frequented by buyers/distributors.

# LOCAL OR INTERNATIONAL BUSINESS PERIODICALS TO BE CONSIDERED FOR ADVERTISING BY CANADIAN EXPORTERS

Local business periodicals:

Revista La Técnica del Frío (monthly publication)

Av. Corrientes 3169, 1º "A"

(1193) Capital Federal - Argentina

Tel: (54-1) 87-1227

Tel/Fax: (54-1) 88-8301

This publication offers free space to companies interested in providing product information.

Contact the publisher directly.

International trade magazines read by buyers/distributors include those published by ASHRAE and by the Institut International du Froid (Paris).

# AGENTS OR IMPORTERS ASSOCIATION FOR THE HVAC&R EQUIPMENT SECTOR

# Cámara de Industriales de Artefactos para el Hogar

Paraguay 1855

(1121) Buenos Aires - Argentina

Tel: (54-1) 812-0232/6590 Fax: (54-1) 814-2650

# Cámara Argentina de Industrias de Refrigeración y Aire Acondicionado (CAIRA)

Av. de Mayo 1123 - 5° Piso "K"

(1085) Buenos Aires - Argentina

Tel: (54-1) 381-1862/7544 Tel/Fax: (54-1) 362-2517

# Cámara del Confort y Comercio de Artefactos para el Hogar

Bmé. Mitre 2162

(1039) Buenos Aires - Argentina

Tel: (54-1) 953-2902/2972/3538 Fax: (54-1) 953-1171

# Cámara de Comerciantes de Repuestos de Refrigeración

Lavalle 2331

(1052) Buenos Aires - Argentina

Fax: (54-1) 951-0697

#### INTERNATIONAL SHOWS

Me international shows are usually frequented by buyers distributors.

# EDCAL OR INTERNATIONAL BUSINESS PERIODICALS TO BE CONSIDERED FOR ADVERTISING BY CANADIAN EXPORTERS

Local business periodicals

Revista La Técnica del foro (monthly publication)

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(1193) Capital Federal - Argentin

Telepas (5-52) 88-8301

This publication offers fixe space to companies interested to providing product information. Contact the minimake directly.

International trade magazines read by buyers/distributors include those published by ASHRAE and by the breithst international du Froid (Paris)

# AGENTS OR IMPORTERS ASSOCIATION FOR THE HYACAR EQUIPMENT SECTOR

Canaca de Industriales de America es para el Hogar Paraguay 1855 (1771) Busana Aime, America

Tel: (54-1) 812-0132/0590 Fax: (54-1) 814-2650

Chimara Argentina de tadostrias de Retrigeración y Aire Acondicionado (CAIRA) Av. de Mayo 1123 - 5º Pap "K"

(1035) Bucass Aues - Assantas

Teb (54-1) 381-1862 7544 Tel Lar (54-1) 362-2517

Choraca del Cantors y Comercio de Artefactos para el Hogar Buck Atties 2162

(1039) Buenos Altes - Argentina

Tel: (54-1) 953-2902/2972/3538 Fext: 154-1) 953-1171

Cámara de Comerciantes de Repuestos de Refrigeración Lavelle 2331 (1037), Brance Aires - Accepting

(100 1 Busnos Aires - Argentiti Fee (544) 091,0607

#### **RELEVANT MARKET STUDIES**

<u>Sector Línea Blanca</u> -- Sectorial study done by the Fundación de Investigaciones Económicas Latinoamericanas (Latin American Economic Research Foundation) covering household appliances including refrigerators, washing machines, air conditioners, freezers, stoves, etc. (Report No. 6). Available in Spanish.

Asociación de Industriales Metalúrgicos de la República Argentina (ADIMRA)

Departamento de Estudios Económicos

Av. Alsina 1609, Piso 1

(1088) Buenos Aires - Argentina

Tel: (54-1) 40-4967/5063/5292/5571/6840

Fax: (54-1) 814-4407

Market studies, in Spanish, are available for sale at US\$30 each.

obst. Star of Opportunities Regard to HYACAR Equipment

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sector Linea Blanca - Sectoral study done by the Fundación de Investigaciones consomicat Lannamer conas (Lann American Economic Research Foundation) cover descendo acquientes acconditioners, tree conditioners, la conditioners, tree conditioners, de Caracte de Cara

sociación de industriales Metalúrgicos de la República Argentina (ADIMRA)

facket studies, in Spanish, are available for sale at USS30 each.



