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CANADIAN AUTOMOTIVE AFTERMARKET PROMOTION GAINING STRENGTH IN LATIN AMERICA

The Honourable Ed Lumley, Minister of Trade, today announced new initiatives in the campaign to promote Canadian automotive aftermarket parts and accessories in Latin America.

The campaign, which includes extensive market studies of several Latin American countries, aims to demonstrate Canada's capability as a source nation for the automotive aftermarket parts and accessories industry.

An important facet of the campaign is Canadian participation in trade fairs and missions in Latin America (including a special "Grand Slam" mission to cover most countries), Mr. Lumley said.

He noted that an initial probe was made of the market in Peru with the first Canadian group participation in the 3rd International Motor Show in Lima, February 20 to 28, 1982.

The exhibit provided market exposure to a select group of Canadian manufacturers representing a cross-section of the industry and helped establish Canadian presence in the promising Latin American market.

All exhibitors reported highly favourable reception to their products, prices and, in particular, to the Canadian image. Similar marketing activities are planned for fiscal year 1982/83 in Mexico, Venezuela, Colombia and other Latin American countries.

The proposed "Grand Slam" mission will be a back-to-back program in two phases to cover most Latin-American countries. Some eight to 10 Canadian manufacturers will travel to three or four countries over a two-week period to interview and appoint local representatives in a manner similar to the successful "Product Introduction Days" used in the United States.

Other recent initiatives in the Latin American campaign include the production of two publications by the Department of Industry, Trade and Commerce and Regional Economic Expansion following studies of the Canadian industry -- "Export Information, Latin American Automotive Aftermarket" and "Automotive Parts from Canada". Mr. Lumley said the two publications reflect the growing importance of the Latin American market to Canada.

"Automotive Parts from Canada" is a catalogue of more than 700 Canadian suppliers of aftermarket parts and accessories. An important feature of the publication is a table indicating each company's willingness and ability to export its products to a number of markets, and the listing of about 450 companies interested in exporting to Latin America.

"Export Information, Latin American Automotive Aftermarket" is designed to give prospective Canadian exporters general information on the Latin American market, the government's export strategy, shipping information, etc. It also provides specific information on markets in Argentina, Colombia, Mexico, Venezuela, Brazil, Chile, Ecuador and Peru.