



Update November 2007

Business Opportunities

Argentina

Industry: Construction Services

The Argentine economy has grown at an annual rate of 8% during the past three years and is forecast to grow an additional 8.7 percent in 2007. The construction industry is one of the drivers of this great expansion, creating a high demand for architectural, construction, and civil engineering services. Construction in Argentina has been booming for the past four consecutive years and U.S. exports in this service sector could experience a 20 percent increase over the next two years. The building of new homes and office buildings has been stimulated somewhat by the availability of mortgage loans but primarily by investors who prefer to invest in real estate rather than securities. The total value of mortgage loans in the Argentine financial system increased to US\$1.1 billion in 2007. That amount represented a 36 percent increase over 2006 and an 80 percent increase over 2003.

For more information, please click [here](#)

Brazil

Industry: Logistics

The Suape Port and Industrial Complex is the most complete shipping hub for port related and industrial companies in the Northeast Region of Brazil, with a complete infrastructure to fulfill the needs of the most diverse enterprises. Suape has been attracting an increasing number of companies interested in either placing their products in the regional market or exporting to other countries. The geographical position of the State of Pernambuco in the center of the Northeast Region makes Suape the perfect cargo hub and distribution center. The location also makes the Suape Port ideal as an international hub port for the whole of South America.

For more information, please click [here](#)

Canada

Industry: Safety and Security

Managing access to resources is assuming greater importance for Canadian organizations and government agencies. Smart cards are increasingly accepted as the credential of choice for securely controlling physical access. Through the appropriate use of contact or contactless smart card technology in the overall physical access system design, security professionals can implement the strongest possible security policies for any situation. Driven largely by the sales of biometric applications, large and small-sized enterprises have begun to fuse in new systems and technologies to the existing security methods. The possibility of multi-technology authentication greatly drives market growth, and with security concerns still a top priority, the Canadian smart card market presents strong potential for U.S. exporters. For the purpose of this report smart card systems include a card and door reader and its components. Control panels, access control servers and software statistics are not included in this report.

In 2006 the smart card market in Canada was valued at approximately US\$174 million, with a growth potential of ten to twelve percent predicted through 2008. The market is over 90 percent dominated by imports, and U.S. imports of US\$55 million represented 31 percent of the total Canadian market in 2006.

For more information, please click [here](#)

Chile

Industry: Pet Equipment and Supplies

Over recent years, veterinarians and pet supplies manufacturers have conducted campaigns to educate consumers about the benefits of products designed especially for pets. As a result, consumers are increasing their purchases of pet care products.

In Chile, dogs and cats are the main markets even though the market for other animals such as birds, rabbits, fish and exotic animals is growing quickly.

For more information, please click [here](#)

Ecuador

Industry: Customs Reform

U.S. exporters to Ecuador should be aware of recent changes in customs procedures that will be effective in coming weeks. The Government of Ecuador (GOE) recently passed a new Customs law eliminating pre-shipment inspection (PSI) regime. Under PSI, all goods exported to Ecuador from the U.S. (or any other country) had to be physically inspected by a verifier in the port of origin prior to being shipped to Ecuador.

For more information, please click [here](#)

Guatemala

Industry: Energy and the Xalala Hydroelectric Project

The Guatemalan energy sector has had great changes.

For more information, please click [here](#)

Mexico

Industry: Medical Equipment

The Mexican market for medical equipment offers very good opportunities for U.S. exporters. In order to successfully compete, the main factors are quality, after sales service, technology, and price.

For more information, please click [here](#)

Panama

Industry: Telecommunications Equipment

The Telecommunications industry in Panama has changed significantly since the market was opened to competition for the five core telecom services on January 2, 2003.

For more information, click [here](#)

Venezuela

Industry: Various, Act now!

Venezuela's import market is booming right now, driven by skyrocketing oil prices and a fixed exchange rate. America is by preference and tradition the supplier of choice to the Venezuelan market. Imports

have soared in many market segments. The time to act is now, while the good times last.

For more information, please click [here](#)

Trade Events

Argentina

Industry: Books/Periodicals

"Feria Internacional del Libro" One of Latin America's largest, most important and oldest book fair takes place in Buenos Aires, Argentina in May 2008. This year, the fair will feature over 400,000 square feet of exhibition space and over 1,400 exhibitors and representatives from 36 countries. More than 1.5 million people are expected to visit the show during its three weeks of duration. The Argentine marketplace entails over 300 publishing firms and accounts for approximately USD 170 million in annual sales. In the last four years, the industry experienced over an 86% increase in the number of new titles published. In 2005, the industry experienced the greatest growth in the last 20 years.

For more information, please click [here](#)

Brazil

Industry: Dental/Healthcare Services

"Sao Paulo International Dental Fair 2008" The Sao Paulo Dental Association has organized the Dental Meeting and Fair since 1962. It is the largest trade show in this sector in Latin America. Participants can expect to see the best technology in products, equipment and services for the dental area. Over 77,000 attendees and 80 U.S. exhibitors are expected to attend. It is a showcase for dental equipment and materials and also focuses on dental healthcare with conferences and seminars aimed at this all important healthcare industry. The Sao Paulo International Dental Meeting or Congress is held simultaneously with the Dental Fair or Exhibits. Audience profile includes dentists, students, lab technicians, dental hygienists, staff and dental dealers from mainly Brazil and all of Latin America. The United States Commercial Service (USCS) in Brazil supports this trade show under the leadership of trade specialist Jefferson Oliveira. The USCS Sao Paulo will offer Gold Key service to U.S. Companies interested in meeting potential business partners or a catalog exposition.

For more information, please click [here](#)

Canada

Industry: Geospatial

U.S. Geomatics - Geospatial Partnering 2008” The U.S.-Canada Geomatics/Geospatial Partnering Seminar is a unique event offered by the U.S. Commercial Service in Toronto and Calgary, designed to allow American geomatics/ geospatial companies to promote their products and services in Canada’s growing geomatics and geospatial industry. This event will allow for the forging and strengthening of commercial opportunities between Canadian and U.S. firms. U.S. participants will receive a briefing from Canadian public/private sector experts about trends and opportunities in the Canadian geomatics and geospatial industries and learn how to access this growing market. U.S. companies will also have the opportunity to make a 20 minute presentation about their companies/products capabilities to a targeted audience of key private and public sector end-users, and potential strategic alliance partners. U.S. firms will also have the opportunity to exhibit via tabletop during this full day event, and participate in networking opportunities with key Canadian government and business representatives including a reception. Green Energy 2007 is for small, medium and large businesses and municipalities interested in renewable energy alternatives for their energy needs. There will be displays and presentations on wind turbines, geothermal, biomass, solar power, and other renewables.

For more information, please click [here](#)

Chile

Industry: Air/Defense

“**Fidae 2008**” Fidae is a biennial trade fair organized by the Chilean Air Force and sponsored by the Chilean government. Fidae, inaugurated in 1980, has shown a consistent growth, reaching an important position among air trade shows around the world. The main objective of this fair is to present the latest technological advances in the airspace and defense field. Products to be displayed include all areas of civil and commercial aviation and defense equipment; avionics; airport equipment and services; aircraft maintenance; logistics and management software. With the announced trainer aircraft program, the Presidential airplane purchase, the tanker purchase, and the continued growth of Lan Chile and the commercial aviation sector in Latin America, FIDAE 2008 is expected to be the largest to date.

For more information, please click [here](#)

Panama

Industry: Various

“**Expocomer 2008**” Expocomer is Panama's premier multi-industry trade show with exhibitors from Europe, Asia, the United States, Canada and Latin America. Buyers from Central America, the Caribbean and Central America visit the show. The U.S. Ambassador plans to inaugurate the U.S. Pavilion and visit U.S. exhibitors.

For more information, please click [here](#)

Has your firm considered franchising in The Americas?

The franchise industry continues to be one of the eight industries that the U.S. Commercial Service focuses on throughout Americas Region. Opportunities abound not just in food, but in services as well. International franchising takes just as much consideration and market research as in the domestic market. Often times the biggest challenge is adapting the business to local customs and tastes. The U.S. Commercial Service helps U.S. business export goods and services to markets worldwide. The Trade Americas program brings together the resources of U.S. Commercial Service offices in 21 markets throughout the region, providing your company with a single point of access to regional trade events, our extensive services, and research covering markets throughout the region.

On the Trade Americas Franchising Services industry page you can access information on trade events, market research, and key contacts for the franchising services industry that are specific to the Americas. Commercial Officer Robert O. (Bob) Jones leads the Trade Americas Franchising Regional Working Group. He can be reached at Robert.O.Jones@mail.doc.gov. Bob works with Franchise Specialists throughout the Americas as well as Franchise Specialists throughout the U.S. to help franchises enter into markets. For more information, please visit visit

<http://www.buyusa.gov/tradeamericas/13.html> or

<http://export.gov/industry/franchising/>

Useful Website

[What to tip, in 77 countries](#)