



## Update June 08

### Business Opportunities

#### **Argentina**

**Industry:** Lawn and Garden Equipment

The Argentine market for lawn and garden equipment is currently valued at \$70 million in sales with total exports in 2007 accounting for only \$3.2 million, offering companies niche opportunities in this market. Products that show the highest potential for U.S. exporters include lawnmowers, chainsaws, and lawn tractors.

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

#### **Argentina**

**Industry:** Bio-fuels

Argentina could produce 6% of the world's bio-diesel output and 1 to 1.5% of the world's bio-ethanol production by 2012 if the current projects in the pipeline move forward. U.S. suppliers of technology and equipment could compete for a share of the sales that these projects will generate.

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

#### **Canada**

**Industry:** Defense

On May 12, 2008, the Government of Canada (GOC) announced details on implementing the "Canada First Defence Strategy" and the creation of an 'action plan' that will dedicate itself and its budget to the Canadian Forces (CF) and Department of National Defence (DND) over the next twenty years. This plan allows the GOC to finalize procurements faster and fairly in order to get the right equipment for the Canadian Forces, at the right price. The Canadian Department of National Defence, primarily through, Public Works and Government Services Canada (PWGSC), is

purchasing equipment and related support services for the Canadian Forces.

The "Canada First Defence Strategy" is the GOC's comprehensive plan to ensure the Canadian Forces has the people, equipment, and financial support needed to meet Canada's long-term domestic and international security challenges. Canadian Prime Minister Stephen Harper is quoted as having said that it has the capability to "... strengthen our sovereignty and security at home, and bolster our ability to defend our values and interests abroad." The GOC established the Strategy with the goal of defending Canada and its citizens, as well as with working towards the betterment of the world as a whole.

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

#### **Canada**

**Industry:** Telecommunications, ICT, and Safety and Security

The Canadian government, military, fire and police services are in the process of upgrading their communications systems and are looking to U.S. firms to provide the state of the art equipment and technology that will be required. This special business development seminar program will provide our individual U.S. participants with an ideal opportunity to formally brief key Canadian decision makers and federal government procurement specialists about their voice and data interoperability solutions for defense, security and emergency responders. In addition to presenting their solutions, each participant will have facilities for a table top display; an opportunity to network with key government and private sector attendees; and will benefit from CS Canada's pre-event publicity campaign and follow-up assistance, as required.

For more information, please contact: **Commercial Specialist Tracey Ford (Ottawa) at 613-688-5406 or [tracey.ford@mail.doc.gov](mailto:tracey.ford@mail.doc.gov)**

## **Mexico**

**Industry:** Insurance

Mexico is the second largest insurance market in Latin America after Brazil. At the end of 2007, the insurance industry was comprised of 95 companies, six of which are part of larger financial groups and 46 foreign subsidiaries with authorization to operate in Mexico. Foreign subsidiaries enjoy 59% market share of direct premiums while Mexican-owned insurers have 41% of the market.

According to AMIS (Mexican Association of Insurance Services), insurance services have until now experienced low market penetration in Mexico, representing only 1.9 percent of the total GDP, in comparison with England, which represents 12%, U.S.A. 9% and 4% in Chile. Nevertheless, the insurance sector represents a huge potential market for several small, niche insurance products, such as education, transportation and natural hazard products, which offer substantive opportunities for U.S. firms in this growing market.

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

## **Uruguay**

**Industry:** Computer hardware and accessories

Demand for hardware and accessories will continue to increase due to educational programs, increased Internet access, and continuing modernization of both the private and public sectors. Companies must offer good products at competitive prices in order to cope with rising imports primarily from China, amongst others. Sales of laptops increased by 100% in 2007, and U.S. exporters looking for new markets should consider local opportunities. Although imports of monitors have dropped, IT equipment represents the number one U.S. exports to Uruguay.

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

## **Trade Events**

### **Argentina**

**Industry:** Machine tools

Argentina's international machine tool show - EMAQH 2009 - will be held in Buenos Aires April 3-8, 2009. EMAQH 2009 will occupy 23,000 square meters of exhibition space at La Rural Exposition Center and Fairgrounds. The seven distinct sectors covered: are machine tools, other machinery, tooling, parts, components and accessories, manufacturing and process automation, metrology, and services.

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

## **Brazil**

**Industry:** Oil and gas

Rio Oil and Gas 2008 is a leading oil and gas industry event in Latin America, It takes place September 15-18, at Riocentro Convention Center in Rio de Janeiro. The Expo is an outstanding opportunity for national and foreign companies to display their products and services. Similarly, the Conference stands as a prominent place for networking, discussing major technological issues and promoting innovative ideas.

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

## **Canada**

**Industry:** Safety and Security

Security Canada Central U.S. Pavilion is Canada's premier U.S. exhibition within the largest Canadian security show in Canada catering to the Canadian and international security and public safety sectors. Attendees at this event include potential buyers and end-users of security equipment and systems, security distributors, install/monitoring companies, law enforcement/public safety, federal, government, and system integrators across Canada. It features approximately 400 exhibits and a professional development program organized by the Canadian Security Association.

Security Canada Central U.S. Pavilion provides the ideal opportunity for U.S. suppliers of security equipment, and physical security systems on an IP-ready security technology targeting both the public and private sector market segments. U.S. suppliers will learn about the newest products and technologies and network with key contacts from both government and industry. Security Canada Central U.S. Pavilion will be held in Toronto Congress Centre, Ontario on October 22-23, 2008.

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

## **Chile**

**Industry:** Commercial Vessel/Eq. (Non-Fisheries), Defense Industry Eq., Pleasure Boats/Accessories, Port/Shipbuilding Eq., Transportation Serv. (other than Aviation)

Exponaval 2008, taking place December 2-5, 2008, is the undisputed international maritime defense showcase for Latin America. The Chilean Navy sponsors this biennial maritime and defense trade fair.

**For more information, please click contact [Isabel.valenzuela@mail.doc.gov](mailto:Isabel.valenzuela@mail.doc.gov)**

## **Dominican Republic**

**Industry:** Franchising

The American Franchise Forum in the Caribbean will take place in Santo Domingo, Dominican Republic October 23-24, 2008. U.S. Franchisors will have a very unique opportunity to develop markets in the Dominican Republic and the Caribbean by participating in this forum. This event is being cosponsored by the U.S. Commercial Service and the American Chamber of Commerce of the Dominican Republic, with promotion in regional markets to attract high level investors interested in U.S. franchise investments in their countries.

This program is the most cost-effective means of developing franchise investor leads in the Caribbean region. The Forum will include presentations by franchise experts who will address subjects such as "Considerations in a Franchise Agreement" and "How to Finance a U.S. Franchise Investment."

In addition to the general franchise presentations, each U.S. Franchisor will make a 15 minute presentation about their concept to the investor attendees. The Franchisors will also have a literature table in order to promote networking opportunities. Individual appointments with investors will be coordinated on-site at the Forum.

**For more information, please contact: Commercial Specialist Maria Elena Portorreal (Santo Domingo) at 809-227-2121 or [maria.elenaportorreal@mail.doc.gov](mailto:maria.elenaportorreal@mail.doc.gov)**

## **America's Competitiveness Forum**

The second annual Americas Competitiveness Forum (ACF) will be held on August 17-19, 2008, in Atlanta, Georgia. The Forum will provide an opportunity for governments, the business community, and representatives from academia and non-governmental organizations to discuss actions that can be taken to improve competitiveness and economic prosperity in the Americas.

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

## **Secretarial Business Development Mission to Focus on CAFTA-DR**

Secretary Gutierrez will lead a U.S. business delegation to the Dominican Republic, Nicaragua and Costa Rica, September 29-October 4, 2008, to explore opportunities arising from the Central American-Dominican Republic Free Trade Agreement (CAFTA-

DR). When he announced the mission, Secretary Gutierrez stated that "CAFTA-DR is transforming the competitiveness of the Western Hemisphere in the global marketplace. Since implementation two years ago, the United States has reversed our previous trade deficit to a current trade surplus of \$3.7 billion in 2007 with the CAFTA-DR countries. CAFTA-DR has expanded openness and transparency in the region, which has improved the trade and investment climate for U.S. companies. I look forward to leading U.S. exporters on this business development mission to the Dominican Republic, Nicaragua and Costa Rica to capitalize on the opportunities that CAFTA-DR offers to U.S. industry and agriculture."

The application deadline to participate in this mission is July 31, 2008.

**Full details and the on-line application are available [here](#)**

## **Mandatory Electric Filing of SED Effective July 2, 2008**

The U.S. Census Bureau has issued the final rule, which is requiring mandatory filing of export information through the Automated Export System (AES) or through the AESDirect for all shipments where a Shipper's Export Declaration (SED) is required, effective July 2, 2008. There will be a 90-day implementation period, which ends September 30, 2008. After that, you must file your export information electronically through the AES or AESDirect. Penalties may be imposed per violation of the Foreign Trade Regulations (FTR) from \$1,100 to \$10,000 both civil and criminal.

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

## **Trade Leads**

The Trade Americas Trade Leads Database contains pre-screened, time-sensitive leads and foreign government tenders gathered through U.S. Commercial Service offices around the region.

**To search trade leads, please click [here](#)**

## **Useful Website**

**[Chilean Government Commercial Site](#)**

A new web-site full of information regarding trade and commercial legislation and practices.