



## Update July 2006

### Business Opportunities

#### **Argentina**

**Industry:** Toys

The Argentine toy production industry currently has a 40 percent market share, with retail sales of approximately US \$200,000. In 2005 the local industry invested US\$6.6 million in machinery.

The national production of toys generated US\$36 million in 2005, 30% more than the year before. The industry is composed of 150 small and medium size businesses that employ around 7,000 people. Toys with wheels occupy most of the market with 37%, followed by educational toys with 25%.

Recently the toy industry reached an agreement with the Interior Commerce department to maintain national prices until the end of the year. In August 2005 the government imposed non-automatic licenses for the importation of toys. This measure (along with an additional measure to set reference prices) helped stem the tide of low cost Chinese imports. The obstacles to the entrance of Chinese products are already producing results. The sector's exports grew 49% compared to this time last year.

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

#### **Argentina**

**Industry:** Water and Sewer facilities, equipment

The water and sanitation sector in Argentina has undergone many changes over the last century, going from a centralized administration of resources to administration of services by provincial governments, to concession contracts for private operators, to a recent return of ownership and operation to the government.

Out of the 32.4 million inhabitants of Argentina who reside in cities and small towns, 4.9 million do not have access to potable water services, and 17.2 million do not have sewer services.

The potable water deficit is particularly severe in the province of Buenos Aires, where 75% of the population does not have access to the service. The deficit in sewer services is generalized throughout the entire territory of Argentina.

The principal buyers of water resources equipment in Argentina are the operators of the water and sewer utilities.

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

#### **Canada**

**Industry:** Food Processing

Food and beverage processing began in Canada in the mid 1800's and has successfully evolved into a sophisticated and vital contributor to Canada's food, agriculture and economic sectors. Food processors are Canada's second largest sector within the manufacturing industries after transportation. More than three thousand food processing establishments produce approximately \$64 billion in product, of which \$16 billion are value added (high value, highly processed products).

According to Statistics Canada, the Canadian processed food and beverage market is valued at approximately \$60 billion. This diverse sector generates economic activity in all Canadian regions, and supplies more than 80% of the food and beverages consumed in Canada. Most processing activity within this sector occurs in Central Canada, but the sector is relatively more important to the economies of the Prairie and Atlantic provinces.

The largest food processing sector, measured by shipments and value added, is meat processing. The sugar and confectionery sector was the smallest in terms of shipments, and seafood product processing was the smallest in terms of value-added.

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

## Chile

**Industry:** Dental Supplies and Equipment

The Chilean dental industry is frequently divided into three distinct sub-sectors: Professionals (private dental offices, clinics, integral medical centers), Institutions (dental centers, hospitals, public service attention centers), and Universities.

An increase in the field of professional dental training at the university level has led to a rapid growth in the University sub-sector during the last three years. A second trend that is currently affecting the dental industry is the increased social awareness of medical prevention. Until recently, Chilean children rarely visited the dentist until they were at least 12 years old, but the average age has now dropped to 4 years old. At the same time, adult patients are making more frequent visits to their dentist.

In 2006, revenues from the sale of dental supplies and equipment in Chile are estimated at US\$ 22.8 million. Local production is practically nonexistent, and imports from the United States represent close to 40% of the market. Recent government healthcare reform, as well as strong growth in the education of dental professionals and the opening of new facilities, should stimulate future growth in the dental field.

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

## Ecuador

**Industry:** Hospital equipment

A well-known Ecuadorian developer group has teamed up with the international operator from Colombia Administrator Country to build the Omni Hospital in Guayaquil. Developers are currently financing the project through the sale of stocks.

Construction of the USD 16.8 million seven-floor hospital started in May 2006 and its completion is estimated to be in approximately 18 months. The new hospital infrastructure will have a total of 112 rooms, of which there are 12 suites, 9 surgery rooms, delivery

rooms, neonatal area, laboratory, imaging, blood bank, emergency, ambulatory surgery and intensive care.

It is estimated that approximately USD 4 million will be destined to the purchase of equipment thus generating a good business opportunity for U.S. suppliers of medical equipment and supplies. Import of medical equipment and supplies requires an import permit issued by any bank registered with the Central Bank.

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

## Mexico

**Industry:** Electric Power Equipment

The Mexican market for electric power equipment analyzed in this report was estimated to be USD 7.97 billion in 2005. Mexican electricity demand has resumed growing again after the 2001 - 2004 lapse. During this period, the yearly average demand growth was 1.9 percent, whereas in the 1998 – 2000 period, the average demand growth was 6 percent. According to SENER's (SENER – Ministry of Energy) "Prospectiva del Sector Electrico 2005-2014", the 2005 demand growth was 5.4 percent, and in the 2006 – 2014 period the average demand growth is projected to be 5.3 percent, with a low-high range of 4.1 to 7 percent, depending on the region.

The current outlook is very attractive, due to the continuing need for the construction of new power generation plants, substations and transmission and distribution lines. The GDP growth during 2005 was 5.9 percent with respect to 2004. Also, the manufacturing sector had a similar growth rate.

Both imports and exports of electric and electronic related products, as defined by chapter 85 of the Harmonized Tariff System (HTS) are the most valuable divisions of Mexico's international trade.

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

## Uruguay

**Industry:** Lawn and Garden Equipment

Uruguay has practically no local production of lawn & garden equipment with the exception of garden furniture and accessories such as pots and decorations. Brazil is the main supplier of overall lawn & garden equipment, followed by the United States and China.

Major market opportunities for U.S. firms are for new and refurbished gasoline-powered equipment, such as lawn mowers, brush cutters and weed trimmers. Lawn mowers are the largest market segment (hand pushed and gas powered). Also included in the market are power tools and equipment and hand tools.

The forestry sector is one of the fastest growing sectors of the Uruguayan economy. There is good potential for the sale of lawn & garden equipment that could be also used in the forestry sector, such as gas-powered saws.

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

## **Trade Events**

### **Brazil**

**Industry:** Cosmetics

The 2005 edition of this show attracted 40,000 visitors, from every region in Brazil and 25 different countries. Beauty Fair 2006 is expected to feature over 200 exhibitors and receive 60,000 visitors. The 2006 edition will include conferences, workshops, an esthetics congress, and the presence of distributors, importers, retailers, wholesales, and professional associations from all over Brazil.

The Beauty Fair is divided into the following sections: perfumery and cosmetics packaging, raw materials and contract manufacturing, professional beauty salon products and equipment, professional hair products and equipment, and a Shop Show retail area.

This event will be held in São Paulo, September 2-5, 2006.

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

### **Canada**

**Industry:** Education

The U.S. University and College Fair is an event for U.S. undergraduate and graduate institutions to recruit international students and network with counselors in Ontario.

Universities will be able to meet directly with over 800 students, recent graduates, working professionals, and counselors along with participating in a networking breakfast and the educational fair.

October is a key month for students making university application decisions. Not all programs offered by U.S. institutions are available in Ontario. Programs in Education, Health Sciences, Business, Law, and Engineering are especially competitive.

The U.S. Commercial Service is dedicated to promoting U.S. organizations abroad and are experts in trade promotion. Due to the double cohort year, graduate school applications will increase for 2007 and 2008.

This event will be held in Ottawa, Ontario, October 2, 2006.

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

### **Chile**

**Industry:** Education/Training Services

Expo Ingles 2006 is the second version of a Chilean trade show exhibiting solely English teaching programs and systems. This show is a result of the growing need for Chileans to acquire or improve English language skills. The Chilean government, as well as the private sector, has a special interest in training the workforce, at all levels, in English language skills.

Companies can participate:

1. By contracting a booth directly from the show organizers. Participation fee ranges from \$ 1,250 to \$ 1,700 according to the stand's square meters. U.S. institutions will obtain a 10% discount if referred by CS Santiago (this must be mentioned to Exhibits, the event organizing company). The event will take place at the Crowne Plaza Hotel. Expo Inglés exhibitors are entitled to a reduced rate: \$ 98 + tax, if booked before August 4, (including breakfast). All hotels in Chile will waive the 19% value added tax, if with foreign credit card or US currency.

2. Through CS Santiago's booth, where the U.S. institution's promotional catalogs/literature, will be displayed for a fee of \$ 250. CS Santiago will coordinate a conference call to learn the details of the U.S. institution services, consequently conveying it to the booth's visitors.

This event will be held in Santiago, September 7-9, 2006.

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

## **Mexico**

**Industry:** Multiple Industries

Enviro-Pro Mexico 2006 is the largest international exhibition for the environment and energy sectors in Mexico. This event brings together the business community, industry and government decision makers allowing them to meet with leading suppliers of innovative technologies and solutions to their environmental problems.

Enviro-Pro Mexico covers the complete spectrum of environmental protection. With a variety of pavilions, conferences and activities, the 2006 exhibition will create the best international business environment where professionals will come together to talk about key industry topics that will range from technology for the better handling of solid waste, to recycling, water and sewage treatment and alternative energy sources.

Enviro-Pro Mexico 2006 is also being held in conjunction with PowerMex Clean Energy & Efficiency 2006, which focuses on products, services and technologies involved in the transmission, generation, distribution and cogeneration of electrical energy. Renewable energy solutions also play a major role at the event as wind and solar energy become more important in Mexico.

This event will be held in Mexico City, September 27-29, 2006.

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

## **Panama**

**Industry:** Multiple Industries

Expocomer provides an excellent vehicle for companies to gain Latin American exposure since it hosts a large number of visitors from different countries in the western hemisphere. Expocomer is the most prestigious trade show in Panama. Visitors and buyers come from Central America, the Caribbean and South America. Last year's figures indicate that Expocomer received over 8,000 buyers, had 890 stands, exhibitors from 30 countries, and 30,000 total visitors.

According to the Panamanian Chamber of Commerce, last year's total sales at Expocomer exceeded \$90 million. Major exhibitors include Taiwan, Chile, Brazil, Spain, The United States, Korea, Colombia, Hong Kong and France.

The product categories in the show include: food and

beverage, pharmaceutical and medical products, interior decoration, telecommunications products, sporting goods, construction materials and equipment, hardware, electronics, sporting goods, cosmetics, agricultural products, automobiles and much more.

This event will be held in Panama City, March 7, 2007.

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

## **Useful Websites**

### **Executive Planet**

Find useful information about international business etiquette, customs and protocol. The site also provides business culture guides for many different countries.

### **International Center for Trade and Sustainable Development**

The ICTSD was established to contribute to a better understanding of development and environment concerns in the context of international trade. With a wide network of governmental, non-governmental and inter-governmental partners, ICTSD plays a unique systemic role as a provider of original, non-partisan reporting and facilitation services at the intersection of international trade and sustainable development.

### **International Organization for Standardization (ISO)**

The mission of ISO is to promote the development of standardization and related activities in the world with a view to facilitating the international exchange of goods and services, and to developing cooperation in the spheres of intellectual, scientific, technological and economic activity. Their website provides the latest news, press releases and information about ISO 9000 and 14000.

### **Caribbean Community (CARICOM)**

This regional website is run by the Secretariat of the Caribbean Commonwealth, whose mission is to provide dynamic leadership and service in partnership with Community Institutions and groups. This site can be helpful to those who wish to trade with or travel to the Caribbean, but need more information. You can also find projects, market information, local events and Community governmental bodies.