



## Update May 08

### Business Opportunities

#### **Argentina**

**Industry:** Pet food/supplies

In 2007, the Argentine market for dog and cat pet food was US\$ 260 million. An estimated 150,000 tons is consumed per year. Of this total, 113,000 tons are produced in Argentina by multinational and local companies.

According to the Argentine Association of Animal Feed Producers, Argentina has a population of 36 million people, and its pet population is estimated to be almost 11.5 million. There are approximately 7.5 million dogs and 4 million cats - - one pet for every four people in Argentina. Only 60 percent of pets consume a nutritionally balanced diet. The pet image is changing remarkably, and in the last 8 years the contact between humans and animals has become more widespread and intense.

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

#### **Brazil**

**Industry:** Materials Handling Equipment

Growing exports together with a high number of foreign organizations investing in local production have set the trend for outsourcing and, thereby resulting in the emergence of new cost-efficient material handling equipment providers.

The best prospect segments for US companies are high-tech, general automated equipment, software, ASRS (Automated Storage and Retrieval Systems), among others. As mentioned, Brazil is still in need of much investment in the logistics field as current logistic costs are much higher than in the US and Europe. Because of increased pressure on prices because of international competition, as well as Brazil's high tax

environment, it is extremely important for Brazilian companies to find cost savings in their logistics technology.

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

#### **Brazil**

**Industry:** Environmental Technologies

Environmental experts estimate that Brazil's environmental technologies market (including equipment, engineering /consulting services and instrumentation associated with pollution control and cleanup projects) is valued at roughly US\$ 4.9 billion, of which US\$ 2.3 billion is related to the water and wastewater sub-sector (water and sewage US\$ 2 billion, industrial investments about US\$ 300 million); solid waste management at US\$ 2.5 billion (US\$ 500 million private investments) and air pollution control at US\$ 400 million.

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

#### **Canada**

**Industry:** Mining

Canada continues to be a world leader in producing and exporting many important minerals and metals. In 2007, Canada's mineral production was valued at \$40.4 billion, up from \$34 billion in 2006. This 19% increase was due to significant growth in the value of metal and non-metal mineral production. Coal production valued at \$2.8 billion in 2007, decreased in value by 4.3% from 2006. The U.S. continues to have a strong presence in the Canadian market with an import market share of 63.8% in 2007, an increase of 1.5% over 2006.

Canada, with its population of just over 33 million people has a long history of mining and is rich in natural resources. The mining industry is predicted to grow for the next few years, as Canada has a

favorable investment climate, sustained high commodity prices, plus continued world demand for minerals and metals (specifically China and India). One note to be aware of is that experts see a decline in mineral reserve levels in Canada. Government and industry are well aware of this inventory depletion and are trying to find solutions to increase exploration through government, both federal and provincial, tax.

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

## **Mexico**

**Industry:** Irrigation Systems

Of the 21.7 million acres cultivated in Mexico, only 5.4 million have irrigation systems and the rest depend solely on climate conditions. In other words, 75.2 percent of the total agricultural surface of the country depends on potential rainfall. Although the irrigated lands comprise less than 25 percent of the total surface, these surfaces contribute 45 percent of the total value of the national agro production.

It is evident that Mexico needs more irrigation systems to make land surfaces more efficient and profitable. This represents a strong opportunity for US companies in this industry.

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

## **Mexico**

**Industry:** Medical Equipment

To be imported into Mexico, some medical products need to comply with medical standards or NOMs (Norma Oficial Mexicana). In Mexico all standards are classified based on the harmonized System Code (HS).

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

## **Mexico**

**Industry:** Fertilizers

There is strong demand in Mexico for seeds and fertilizer products; US companies already have sound brand recognition in the market and a reputation for quality products. Geographical proximity, especially in the agribusiness sector, is also an important factor contributing to increased profitability.

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

## **Venezuela**

**Industry:** Bidding Process

This report should be of interest to U.S. companies intending to submit bids for tender openings for government acquisitions of services or equipment. It outlines the conditions under which foreign companies may submit bids, the existing restrictions based on protectionism, and the need for legal advice during the very complicated process.

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

## **Uruguay**

**Industry:** Restaurant Equipment

The United States has a good reputation for high quality and durable equipment and is the fifth largest supplier to Uruguay's restaurant industry, competing in the high-quality and high-price market segments. As the market increasingly seeks higher-end equipment, the U.S. market share should continue to expand. A more favorable exchange rate between the U.S. dollar and Uruguayan peso has helped to lower the relative cost of U.S. equipment, especially vis-à-vis traditional European suppliers. Despite the current advantages of a weaker U.S. dollar, especially compared to the euro, local food service representatives contacted for this report indicated that U.S. food service equipment is still considered expensive. While restaurant equipment covers a wide range of products, this report focuses primarily on commercial food preparation and service equipment, such as ovens, refrigerators, freezers and equipment used for cooking, heating, roasting, frying and steaming.

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

## **Uruguay**

**Industry:** Forestry

The Uruguayan forestry sector is one of the most important and fastest growing sectors of the economy. Spurred by very favorable market conditions, and government policies adopted in the late 1980's, areas forested with non-native trees have increased dramatically leading to booming demand for forestry-related equipment and services. Sustainable forestry has been declared to be in the "national interest" and benefits from generous tax incentives and subsidies. New forestry plantations throughout the country jumped from 1,500 hectares/year in 1988 to an estimated 50,000 hectares/year in 2007 (down from a peak of 80,000 in 1998). There are currently approximately 850,000 hectares of non-native forests

and another 3.2 million hectares have been reserved for future forestry activities. Forestry products will soon become one of the top three Uruguayan exports. The sector employs over 11,000 people (up from 4,000 in 1988). Uruguay continues to attract the attention of major pulp companies that are either in the process of establishing themselves (ENCE, Stora Enso), or scouting prospects (Nippon Paper, Portucel.) From 1988 to 2007 Uruguay received investments in the forestry sector of over 3 billion dollars. The country's favorable climate and good soils bring about unsurpassed tree-growth rates. Trees grow five to eight times faster in Uruguay than in other traditional locations, such as Canada.

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

## Trade Events

### **Brazil**

**Industry:** Broadcast/cable

BROADCAST & CABLE trade show will be held August 27-29, 2008 at the Imigrantes Exhibition Center in São Paulo, Brazil. Approximately 250 companies are expected to exhibit at the show, with an estimated 11,000 visiting professionals from throughout South and North America, Europe and Asia.

BROADCAST & CABLE targets professionals, entrepreneurs and executives in the multimedia electronic production and distribution market, including cinema, Internet, production, radio, telecommunications, free-on-the-air and Pay TV. Approximately 85% of the professionals attending the show are decision makers with the ability to make purchasing decisions.

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

### **Canada**

**Industry:** Safety and Security

Secure Canada, in Ottawa, Sept. 30-Oct. 1, 2008 redefines national and international cooperation in security, public safety, risk mitigation, threat response and emergency planning. Meet national and international suppliers, partners and customers. Experience leading solutions for government and industry from Canada and abroad.

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

### **Chile**

**Industry:** Sports and Recreation Equipment

Pro Libre 2008 takes place in Santiago from November 20-23, 2008. This international outdoor and sporting goods trade show includes all types of equipment and articles for leisure.

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

### **Panama**

**Industry:** Logistics

Expo Logistica 2008 takes place October 15-16, 2008. It addresses executives of companies in the following sectors: ports, air and land transportation, freight, universities, cargo agents, warehousing and storage, importing and exporting firms

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

## 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](#)

## 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

### [Political Database of the Americas](#)

Comprehensive database of political information concerning all 35 independent nations of the Western Hemisphere.