



THE AMERICAS UPDATE

FEBRUARY 2004

Export News

Argentina- SEVERAL TELECOM INDUSTRY sub-sectors continuing to grow. Cellular operators have started to market new services with video and multimedia applications for both CDMA and GSM technology standards. U.S. exporters with innovative solutions for the cellular industry including software, services, and technology equipment may find good niche opportunities. [\(IMI Argentina - 02/05/2004\)](#)

Brazil- THE GOVERNMENT OF SÃO PAULO will invest US \$77.5 million in the construction of three new manufacturing plants in the health sector. It is expected that the whole project will be completed by 2006. The Butanta Institute, which is supported by the São Paulo State Government, will oversee the construction of two plants for the production of anti-grip vaccines and the first plant for hemo-derived products (e.g., plasma) in the country. [\(IMI Brazil - 02/13/2004\)](#)

THE BRAZILIAN GOVERNMENT will give fiscal incentives to foreign companies in the semiconductor market. The Brazilian government intends to give a package of tax incentives, financing through the Brazilian Development Bank (BNDES), and help with logistics in order to bring companies in this industry sector to Brazil. [\(IMI Brazil - 01/29/2004\)](#)

For more information on the Electronics Sector in Brazil, please contact:

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Canada- ADVERTISING IN 2004 is expected to grow to US \$7 billion. This reflects an increase of 3.5% over 2003. Emerging sectors include e-advertising, while growing sub-sectors are telecom and technology. Industry sources cite better accountability in sales along with increased cost of television advertising for as the reason for growth. Some predict a shift in spending with the Internet increasing ad market share from 2 to 10%. [\(IMI Canada - 01/28/2004\)](#)

Chile- A MAJOR INFRASTRUCTURE PROJECT is slated to renew and update the urban transportation system in the Santiago Metropolitan area. Opportunities exist for engineering, construction, bus operators, bus manufacturers, information management, security, and related companies.

Chile's public works ministry has published bidding rules for the public transport bus services concession component of Santiago's US \$1.62 billion urban transport plan, Transantiago. Offers for the bus services contracts will be opened in June and awarded in August, with the transport units entering operation in May 2005. The concessions will run 7-16 years.

The contracts will be awarded to operators that bid the lowest passenger fare for the feeder services, and lowest cost per kilometer for the main lines. In March, bidding rules for the plan's financial administrator and information management center will be published. Offers for the financial administrator contract will be opened in April and the contract awarded in May, while offers for the center contract will be opened in May and awarded in June, with the center starting operations in February 2005. [\(IMI Chile - 02/12/2004\)](#)

Mexico- OPPORTUNITIES FOR US COMPANIES that have innovative technologies, materials, and design services to offer to Jalisco's jewelry industry.

As a result of a targeted local marketing campaign and the high cost of gold, silver jewelry sales increased by 40% in Jalisco. The sector ended up processing 40 metric tons of silver in 2002.

To help manufacturers deal with the present situation, the president of the Regional Chamber of Jewelry and Silver would like to introduce new technologies and design elements in the manufacture of jewelry, and is seeking agreements with financial institutions to obtain credits for members. Also, the Chamber is looking for new markets and promoting exports. Currently only 15% of Jalisco manufacturers of gold and silver jewelry are exporting their products, mainly to the United States. [\(IMI Mexico - 02/03/2004\)](#)

Trade Events



Grocery Showcase West - 15th Annual Spring Trade Show & Conference
CALGARY ROUND UP CENTRE AND HYATT REGENCY HOTELS - APRIL 25 & 26, 2004

Grocery Showcase West moves to the "heart of the new west" for 2004! During the two days of GSW, Calgary, AB becomes the food Capital of Canada!

This is the 15th Annual Spring Trade Show & Conference for Western Canada. See top exhibitors and sample the latest products to hit the shelves from all sectors of the grocery industry. Grocery Showcase West is definitely the little show that grew into great business opportunities without being over-stated, it is truly a casual and fun opportunity to build new business relationships and strengthen existing ones.

GSW has become a major business platform that brings together more than 300 exhibits showcasing the latest grocery products & services to over 3500 store managers, buyers, marketing specialists and CEO's. GSW has something for everyone and has been embraced by the Western grocery community as an excellent abode for business!

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XVI International Gas Convention "Doing natural gas business"

The Venezuelan Gas Processors Association, the U.S. Gas Processors Association, and the Venezuelan government will hold an international convention and exhibition at the Intercontinental Hotel (Tamanaco) in Caracas, **May 25-27, 2004**. This event will bring the opportunity to showcase U.S. technologies in the natural gas industry. In addition, U.S. firms may learn of opportunities available for private investors, and could identify business partners in Venezuela.

Oil and gas majors have already expressed interest in Venezuela's new natural gas development program. It is expected that once activities start, the participation of transnational companies alone will generate billions of U.S. Dollars in procurement opportunities both on- and offshore.

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SATELLITE 2004 in Washington, D.C., is the most important event for people and companies leading the world's satellite marketplace today.

"The SATELLITE conference is the one time of the year you can virtually count on the CEOs from all of the big satellite companies gathering in one place to discuss the future of the industry, and that is a testament to how this conference has emerged as a premier satellite event over the years. I try not to miss it."

Conny L. Kullman
CEO, Intelsat, Ltd.

Its success is based on an outstanding record of attendance, impressive booth representation, powerful and cutting-edge conference sessions, forums and programs, and an unequalled opportunity to network with top industry leaders. Our winning formula includes a strategic promotions program that uses our sponsors' and supporters' products and services to attract and increase attendance.

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Trade Mission to Toronto, U.S. export-ready computer hardware, software, and services companies are invited to participate.

The Toronto office of the U.S. Department of Commerce is organizing the [Information Communication Technology Trade Mission April 21-22, 2004](#).

ICT firms will receive CUSTOMIZED business matching services to meet their specific business development objectives in Canada. U.S. companies will have the opportunity to meet with potential distributors, strategic alliance and business partners interested in their products and services.

All appointments are pre-screened and CUSTOMIZED to the individual U.S. participants' specifications and requirements. For this reason, participation is limited to 10 U.S. companies.

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USEFUL WEBSITE



UN Commodity Trade Statistics Database

UN **COMTRADE** stands for United Nations Commodity Trade Statistics Database. Every year over 130 countries provide the United Nations Statistics Division with their annual international trade statistics, detailed by commodity and partner country. These data are processed into a standard format with consistent coding and valuation. All values are converted into US dollars using exchange rates supplied by the countries, or derived from monthly market rates and volume of trade. Quantities are converted into metric units, if provided by the country and if possible. The data are then stored in a computerized database system called UN COMTRADE. For many countries the data coverage starts as far back as 1962 and goes up to the most recent completed year.

Commodities are classified according to SITC (Rev.1 from 1962, Rev.2 from 1976 and Rev.3 from 1988) and the Harmonized System (HS) (from 1988 with revisions in 1996 and 2002). Currently most data are reported according to HS, version 2002. The original data are also converted and stored in all the other classifications.

See [UN COMTRADE Presentation in HTML](#) or [UN COMTRADE Presentation in PowerPoint](#)

Period	Trade Flow	Reporter	Partner	Code	Trade Value	Net Weight (kg)	Quantity Unit
1998	Import	Mexico	USA	<u>841510</u>	\$15,035,518	3,163,562	8
1999	Import	Mexico	USA	<u>841510</u>	\$12,811,522	2,838,562	8
2000	Import	Mexico	USA	<u>841510</u>	\$24,669,876	7,528,687	8
2001	Import	Mexico	USA	<u>841510</u>	\$25,095,728	10,127,804	8
2002	Import	Mexico	USA	<u>841510</u>	\$24,188,704	6,316,875	8