



MISSISSIPPI DEVELOPMENT AUTHORITY

International Trade Office

TRADE PROMOTION PLAN

**Central and South America, the Caribbean
and Mexico
FY 2005-2006**

**Prepared by: Rose Boxx
International Trade Specialist**

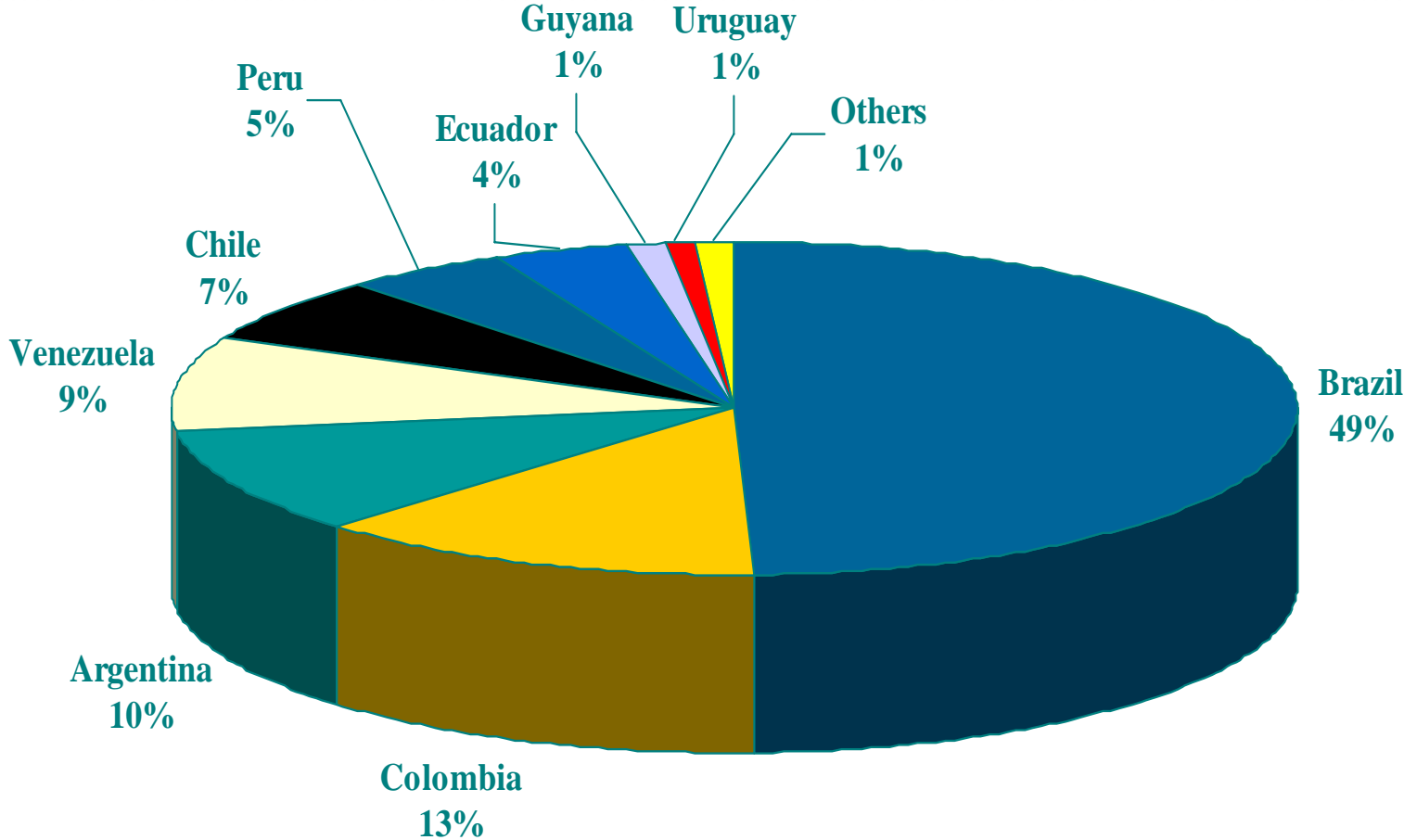
Trade Promotion Plan FY 2005-2006

SOUTH AMERICA

Market Overview

- Most MS exports to SA increased in 04 and exports in 05 are expected to continue growing due to FTAs awaiting implementation – Andean Region and the Americas
- #1 Brazil +62.9%
- #2 Colombia +30.9%
- #3 Argentina +9.5%
- #4 Venezuela +43.9%
- #5 Chile +85%
- #6 Peru +61.4%
- #7 Ecuador +224.9%
- Highly receptive of US products/services

MS MARKETS IN SOUTH AMERICA 2004



MS TOP EXPORTS TO SOUTH AMERICA

Description	U.S. Dollar		% Change
	2003	2004	2004/2003
_Commodities	119,725,611	180,660,858	50.9
Tanning/Dye/Paint/Putty	69,742,771	74,901,656	7.4
Paper/Paperboard	5,661,917	20,984,377	270.62
Plastic	7,481,448	19,638,325	162.49
Cotton+Yarn/Fabric	629,149	18,587,416	2,854.37
Woodpulp/ Etc.	4,469,656	15,723,487	251.78
Machinery	9,120,989	6,418,535	-29.63
Electrical Machinery	1,688,335	3,739,181	121.47
Stone/Plastr/Cement/Etc	2,369,506	2,474,128	4.42
Inorg Chem;Rare Erth Mt	3,816,892	2,360,926	-38.15
Furniture And Bedding	1,626,515	2,245,901	38.08

BEST PROSPECTS FOR MS EXPORTS IN SOUTH AMERICA

- **Machinery**
- **Telecommunications equipment/services**
- **Computers**
- **Construction products**
- **Automotive products**
- **Mining products**
- **Oil and gas products**
- **Chemicals**
- **Agricultural products**
- **Electric power systems**
- **Medical supplies**

Trade Promotion Plan FY 2005-2006

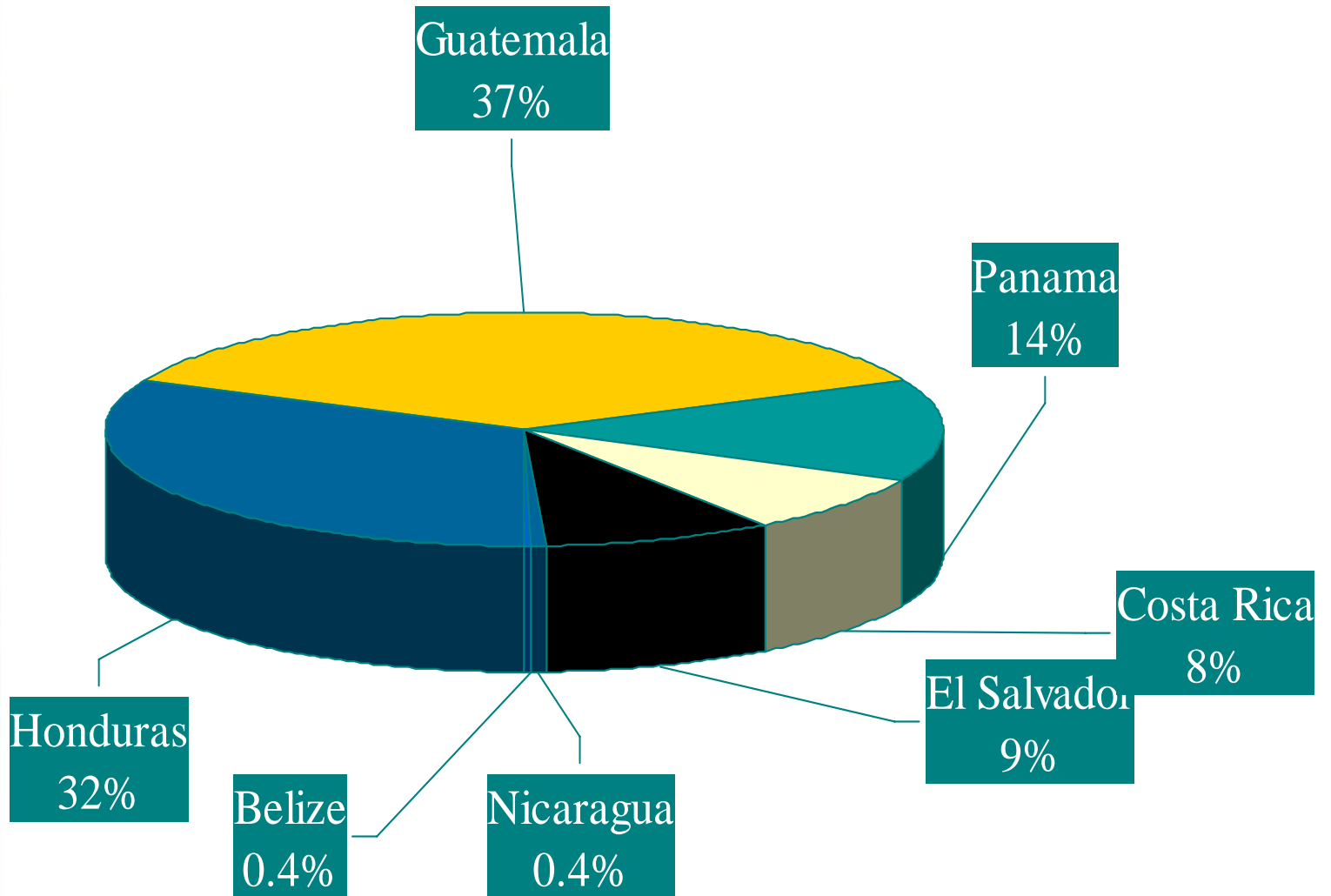
CENTRAL AMERICA

MARKET OVERVIEW

- The United States and Central America enjoy an increasingly productive trade partnership. U.S. exports to the region have grown 13.6 percent since 2002 and totaled \$12.9 billion in 2003
- More than 70% of CAFTA imports already enter the United States duty free. CAFTA will provide reciprocal access for US products/services
- Highly receptive of US products/services
- Regionalization among CA nations is becoming a fact of business

MS MARKETS IN CENTRAL AMERICA

2004



MS TOP EXPORTS TO CENTRAL AMERICA

	Description	US Dollar					% Change
		2003	2004				2004/2003
	_Commodities	225,493,451	199,494,220				-11.53
	Paper/Paperboard	60,398,280	83,627,219				38.46
	Meat	20,180,107	26,293,240				30.29
	Mineral Fuel/ Oil Etc	52,382,588	20,724,059				-60.44
	Machinery	13,395,480	8,764,293				-34.57
	Woven Apparel	13,064,253	7,683,617				-41.19
	Electrical Machinery	4,073,244	4,867,583				19.5
	Plastic	4,022,134	4,393,442				9.23
	Cotton+Yarn/Fabric	6,263,458	3,860,491				-38.36
	Knit/Crocheted Fabrics	4,786,472	3,493,323				-27.02
	Tanning/Dye/Paint/Putty	3,425,471	3,282,287				-4.18

BEST PROSPECTS FOR MS EXPORTS IN CENTRAL AMERICA

- Machinery
- Telecommunications equipment/services
- Computers
- Construction equipment/materials
- Automotive parts
- Textile products
- Food Products

Trade Promotion Plan FY 2005-2006

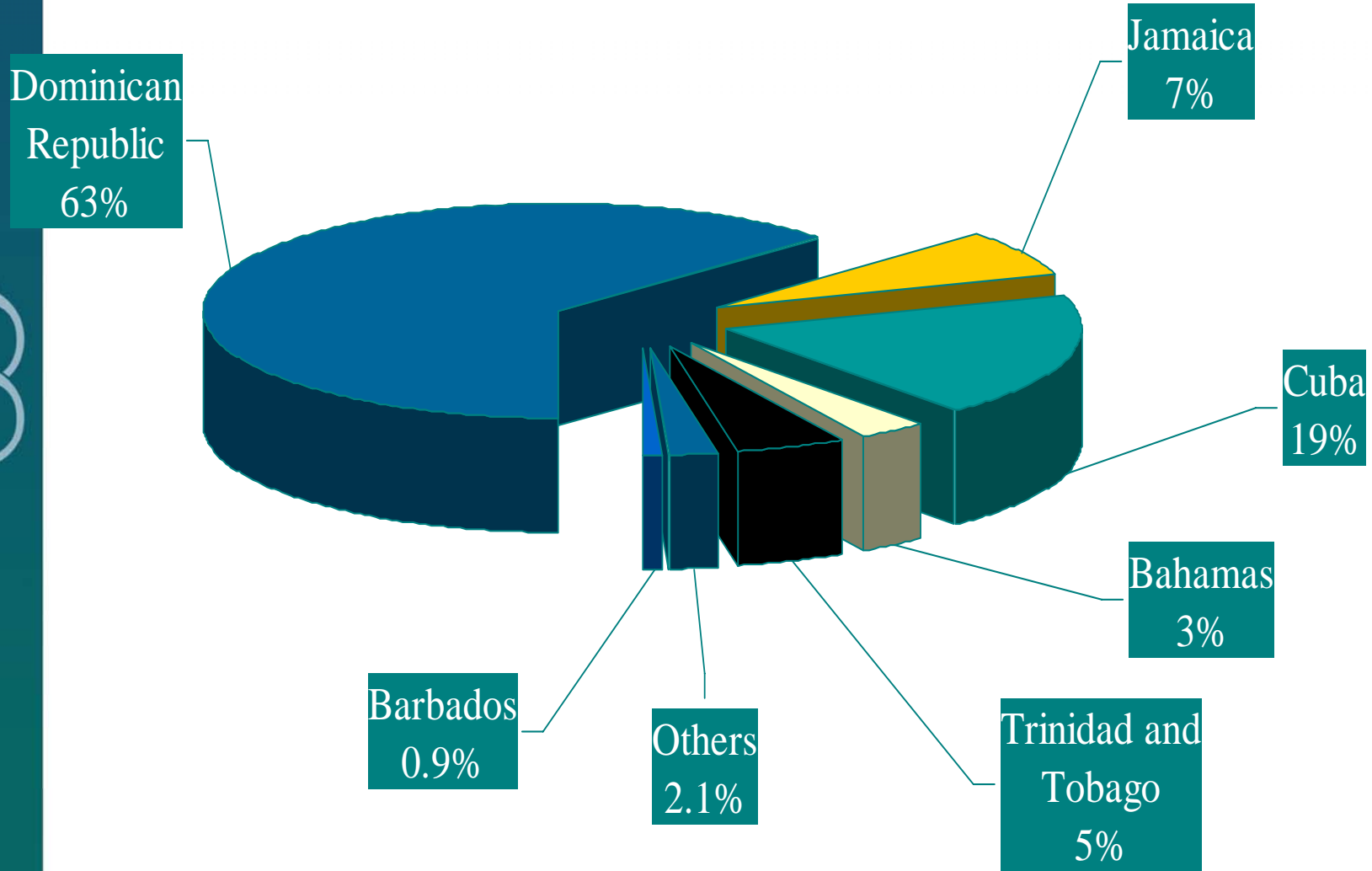
THE CARIBBEAN

MARKET OVERVIEW

- **The Caribbean region is composed of several small independent islands as well as European dependent countries. There are five official languages (Creole, English, Spanish, French, Dutch)**
- **Dominican Republic is major market for MS products in the region and the main distribution hub for the Caribbean. The US holds 53% market share of the DR imports**
- **MS exports to Cuba increased 154% in 04, having a great impact in our agricultural sector and our State ports**
- **Cuba has spent \$811 million on US agricultural products since 01 when some of the sanctions were lifted**

MS MARKETS IN THE CARIBBEAN

2004



MS TOP EXPORTS TO THE CARIBBEAN

	Description	US Dollar					% Change
		2003	2004				2004/2003
	_Commodities	90,074,114	84,745,653				-5.92
	Woven Apparel	11,115,997	18,092,129				62.76
	Wood	8,993,114	11,905,998				32.39
	Cotton+Yarn/Fabric	11,679,182	8,853,277				-24.2
	Meat	6,395,317	6,493,873				1.54
	Cereals	213,431	6,285,008				2,844.75
	Tanning/Dye/Paint/Putty	4,885,932	4,649,103				-4.85
	Other Veg Textile Fiber	9,531,857	4,578,879				-51.96
	Paper/Paperboard	2,792,456	4,354,124				55.92
	Mineral Fuel/ Oil Etc	12,621,209	4,226,669				-66.51
	Dairy/Eggs/Honey/Etc	28,800	4,143,232				14,286.22

BEST PROSPECTS FOR MS EXPORTS IN THE CARIBBEAN

- Consumables
- Telecommunications equipment
- Computers
- Construction equipment
- Automotive parts
- Security equipment
- Food products

Trade Promotion Plan

FY 2005-2006

MEXICO

MARKET OVERVIEW

- **Growing interdependence. Existent cooperation between both countries is evident, especially in areas of trade, finance, narcotics, immigration, labor, environment, science and technology**
- **Since the enactment of NAFTA in January 1994, Mexico's imports from the U.S. have grown exponentially, totaling \$110 billion in 04. The US accounts for 75% of Mexico's imports**
- **Mexico is the second most important U.S. trading partner after Canada. Mississippi exports to Mexico increased 81% in 04**
- **The maquiladora industry and its manufacturers signifies a good opportunity for US exporters**
- **Presidential elections will be held in 2006. Country is politically split**

TOP MS EXPORTS TO MEXICO

	Description	US Dollar					% Change
		2003	2004				2004/2003
	_Commodities	256,251,759	466,153,163				81.91
	Vehicles/ Not Railway	20,152,393	102,536,946				408.81
	Woodpulp/ Etc.	27,314,905	61,084,396				123.63
	Machinery	49,171,153	53,142,184				8.08
	Tanning/Dye/Paint/Putty	25,753,868	44,619,810				73.25
	Organic Chemicals	14,653,010	38,708,148				164.17
	Cotton+Yarn/Fabric	27,914,723	30,769,762				10.23
	Plastic	5,166,406	18,063,583				249.64
	Rubber	6,002,671	15,107,782				151.68
	Manmade Filament/Fabric	11,618,103	13,848,921				19.2
	Knit/Crocheted Fabrics	2,129,567	7,626,893				258.14

BEST PROSPECTS FOR MS EXPORTS IN MEXICO

- Wood
- Machinery and equipment
- Computers
- Chemicals
- Agricultural products
- Construction products
- Automotive parts
- Environmental products/services

Trade Activities for Latin America

FY 2005-2006

- **Agricultural Trade Mission, Cuba – July 05**
- **Environmental Show, Mexico – October 05**
- **Trade Mission/Show, Cuba – November 05**
- **Forestry Show, Chile – November 05**
- **Wood & Furniture Show, Mexico – November 05**
- **South America Visit, MS – February 06**
- **Agricultural Show, Argentina – March 06**
- **Multi-State Catalog Show, Brazil, Argentina and Uruguay – March/April 06**
- **Mining Show, Chile – April 06**
- **Trade Mission, Mexico – May 06**
- **Trade Mission, Brazil, Peru & Chile – June 06**

Customer Outreach

- Ongoing company calls to companies throughout the state
- One-on-one meetings with companies
- Business opportunities in South America seminars/workshops