

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

• COUNTRY: 577 UNITED STATES OF AMERICA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: DETERMINE POTENTIAL FOR POLLUTION CONTROL EQUIPMENT AND UNDERTAKE POST PRODUCED MARKET STUDY.

Results Expected: IDENTIFICATION OF NEW MARKET OPPORTUNITIES
LEADING TO \$1 MIL. IN NEW BUSINESS WITHIN
2 YEARS.

Activity: UNDERTAKE TO PRODUCE DIRECTORY OF CANADIAN WATER POLLUTION CONTROL COMPANIES USING ADVERTISING SUPPLEMENT IN KEY TO WATER POLLUTION MAGAZINE.

Results Expected: BROAD PROMOTING OF CANADIAN SUPPLY CAPABILITIES LEADING TO NEW BUSINESS OPPORTUNITIES.

Activity: MAKE CALLS ON 10 PUBLIC AND PRIVATE SECTOR FIRMS TO DETERMINE WHAT THEY PURCHASE AND FROM WHOM, INCL. REP LOCATOR PROGRAM PURSUANT TO CHICAGO MATS HANDLING SHOW, FEB/87.

Results Expected: AT LEAST 3 NEW BUYER CONNECTIONS RESULTING
IN \$1 MIL. IN NEW BUSINESS WITHIN 2 YEARS.