

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

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
- participation in trade fairs
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

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

Activity: CURRENTLY DISCUSSING WITH QUEBEC OFFICE FOR A JOINT EFFORT TARGETED AT BUYERS, DISTRIBUTION, AND BROKERS TO SUPPORT AND ASSIST NEW AND ESTABLISHED FOOD COMPANIES.

Results Expected: A BETTER AND MORE REPRESENTATIVE SELECTION OF FOOD COMPANIES IN PROMOTIONAL EVENTS.

Activity: WORKING WITH THE PROVINCE OF QUEBEC IN ASSISTING NEW COMPANIES IN A NEBS PROGRAM SCHEDULED FOR THE BURLINGTON AREA.

Results Expected: UP TO 30 NEW FOOD/BEVERAGE EXPORTERS WILL BE ENCOURAGED TO FOLLOW-UP AND EXPORT THEIR PRODUCTS TO THE TERRITORY.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: STEP UP POST ACTIVITIES WITH PROVINCIAL GOVERNMENT & DRIE REGIONAL OFFICES AND THE PRIVATE SECTOR AND GENERATE A MORE INFORMED AWARENESS OF THE OPPORTUNITIES IN THE BOSTON TERRITORY.

Results Expected: ADDITIONAL \$650,000(US) AND 10 NEW AGENCIES FROM AT LEAST TWO FOOD PROMOTIONS.