

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Unsuitable product
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW-UP W/BUYERS WHO ATTENDED FEST OF CDN FASH. & MONT PRET
Expected Results: \$20,000 EXPORT SALES

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

Activity: IDENTIFICATION OF AGENTS AND RETAILERS
Expected Results: \$500,000 EXPORT SALES