

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

COUNTRY: 577 UNITED STATES OF AMERICA

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: UPDATE WISCONSIN INDUSTRIAL PROCUREMENT. LIST AND DEVELOP SOME INFO ON ILLINOIS AND MISSOURI.

Results Expected: INCREASED MARKET PENETRATION RESULTING IN \$2 MIL. NEW SALES OVER 2 YEARS.

Activity: SURVEY OF MAJOR MACHINE SHOPS TO DETERMINE MARKET POTENTIAL FOR CANADIAN COMPONENT MANUFACTURERS.

Results Expected: IDENTIFICATION OF NEW MARKET SEGMENT LEADING TO \$1 MIL. IN NEW EXPORT SALES WITHIN 2 YEARS