

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory
- Tech transfer and licen-

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
  - Performance of local agent or representative
  - Distance of size of territory
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