

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: INPUT OF RESIDENTIAL CONTACTS - U. S. AND CANADIAN IN WIN SYSTEM.

Results Expected: INCLUDE 350 FIRMS INTO SYSTEM.

Activity: FOLLOW-UP WITH BUYERS ATTENDING MONTREAL FURNITURE SHOW, JUNE 1987. FOLLOW-UP WITH CDN. MANUFACTURERS ASSITED 87/88.

Results Expected: \$500,000 IN SALES.

Activity: CONTINUED CONTACT WITH CDN. MANUFACTURERS AND REPS AND SUPPORT PARTICIPATION IN SOUTHERN FURNITURE MARKET, REGIONAL AND CDN. SHOWS AS APPROPRIATE.

Results Expected: 10 NEW AGENTS.

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: WORK WITH REPS IDENTIFIED IN 87/88 WHO ARE SEEKING CANADIAN LINES . ENCOURAGE CDN. MANUFACTURERS TO USE CONSULATE RECEPTION AREA TO EXHIBIT FURNITURE.

Results Expected: \$800,000 IN SALES.

Activity: IDENTIFY K. D. REPS AND BUYERS AND ENCOURAGE THEM TO VISIT CDN. MANUFACTURERS IN RTA SHOW, ATLANTA, NOV. 1988

Results Expected: \$1,000,000 IN SALES.