

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BUFFALO

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- COPYRIGHT LAW (IE
- 30% COMPATIB LIMITS)
- CDN FIRMS MUST SPECIALIZE IN SPECIF
- NICHES TO SUCCEED.

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

Activity: ONGOING UPDATE OF MANUFACTURER'S REPS IN TERR FOR COMP SOFT  
Expected Results: LIST WILL GREATLY ASSIST PARTICIPANTS AT COMPUTER SHOW.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ROCHESTER COMPUTER SHOW  
Expected Results: INCREASE THE NUMBER OF ACTIVE AGENTS IN AREA AND INCREASED CANADIAN PENETRATION.