

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- 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: Survey of Hispanic market for fishery products
Expected Results: Inform exporters of market opportunities

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

Activity: Seafare Southeast
Expected Results: 10 new companies

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

Activity: Introduce companies from the Maritime Provinces into various segments of the market
Expected Results: Enhance export of fish/shellfish to GA, FL, NC markets

Activity: Survey of new trade shows in sector
Expected Results: Identify suitable shows for Canadian participation