

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

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:

- 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
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- the availability of competitive Canadian financing

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: CONTACT LOCAL DISTRIBUTION OUTLETS/MANUFACTURERS REPS. WITH LISTINGS OF CANADIAN FIRMS INVOLVED WITH MATERIAL HANDLING PRODUCTS. REQUEST FEEDBACK ON WILLINGNESS TO FORM AN ASSOCIATION WITH A CAN. MANUFACTURER.

Results Expected: INCREASE CDN EXPOSURE TO THE N.E. MARKET-PLACE. INVITE CDN MFTRS TO N.E. TO MEET WITH THESE DISTRIBUTION OUTLETS.

Activity: PRIVATE CANADIAN EXPERTISE DIRECTLY TO THE LUMBER OUTLETS IN N.E. ALONG WITH THE SUPPLIERS OF THE LUMBER PRODUCTS.

Results Expected: HOPE TO INCREASE DIRECT PURCHASE TO THE CANADIAN MANUFACTURER OF FORK LIFT TRUCKS.