

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
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

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

Activity: TRAVEL TO VISIT POTENTIAL USERS, DISTRIBUTORS, AGENTS AND GOVERNMENT CONTACTS.

Results Expected: ENHANCED ACCEPTANCE OF CANADIAN PRODUCTS, BETTER CONTACTS, BETTER APPRECIATION OF SALES OBJECTIONS ETC.

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: EFFORTS TO DISCOVER HOW DISTRIBUTION CHANNEL WORK, IDENTIFY LARGEST AND/OR BEST DISTRIBUTORS ETC.

Results Expected: NEW MARKETING METHODS FOR CANADIAN COMPANIES.