

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome

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
- use of Canadian Government export promotion activities
- the existence of a bilateral economic/trade arrangement between Canada and this country

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

Activity: DEFENCE/HI TECH ANNUAL BULLETIN

Results Expected: BRING 20 NEW COMPANIES INTO MARKET. EXPAND SALES FOR CURRENT PARTICIPANTS BY \$10 M.

Activity: PARTICIPATE IN HI TECH

Results Expected: FIND 10 NEW COMPANIES FOR NEW ENGLAND MARKET

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: DETERMINE VALUE OF PROVINCIAL DEFENCE MISSIONS.

Results Expected: DIVERSIFY CANADIAN DEFENCE EXPORT SALES INTO REGIONS ADJACENT TO NEW ENGLAND.

Activity: DISTRIBUTE BOSS SYSTEM TO 5 PRIME CONTRACTORS

Results Expected: -LESSEN INQUIRIES THROUGH POST
-INCREASE CANADIAN SALES BY \$10M