

## Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 603 CLEVELAND

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

## 1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: AS WELL AS APPROX. 200 DEFENCE CONTRACTORS, THE POST TERRITORY INCLUDES WRIGHT PATTERSON AIR FORCE BASE & THE LEWIS RESEARCH CENTRE OF NASA. TOTAL PROCUREMENT IN THIS SECTOR EXCEEDS \$27B(US) IN THE TERR'RY.

## 2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: FUTURE PLANS FOR HIGH SPEED RAIL SYSTEMS AND LARGE GROWING MARKET FOR AUTO PARTS AND MARINE PRODUCTS OFFER GREAT POTENTIAL FOR CDN FIRMS.

## 3. 013 CONSUMER PRODUCTS

REASONS: GROWTH AND EXPANSION OF IMPORTS AND EASE OF ENTRY INTO CONSUMER PRODUCTS MARKET PLACE CONTINUE TO OFFER EXCELLENT OPPORTUNITIES FOR CDN EXPORTERS.

## 4. 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

REASONS: ACCEPTANCE OF CDN FOOD PROD. BY LOCAL GROCERY & FOOD CHAINS CONTINUES TO GROW CONFIRMING INCREASED MKT OPPORT. FOR RANGE OF COMPETITIVELY PRICED & ATTRACTIVELY PACKAGED QUALITY PRODUCTS.

## 5. 010 MINE, METAL, MINERAL PROD &amp; SRV

REASONS: TURN AROUND OF AUTO INDUSTRY AND CONSUMER DURABLES SECTOR, INCREASED USE OF SPECIALTY ALLOYS IN DEFENCE INDUSTRY & IN LONGER TERM CERAMICS IN TRANSPORTATION SECTOR.

## 6. 005 COMM. &amp; INFORM. EQP. &amp; SERV

REASONS: CONTINUED MODERNIZATION OF TELECOM SYSTEMS CALL FOR INCREASED EXPENDITURES IN OHIO & W. PA. COMPUTER/SOFTWARE CONTINUE TO OFFER GREATEST DEGREE OF GROWTH AS AUTOMATION & COMPUTERIZATION REMAIN HIGH PRIORITY.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 010 MINE, METAL, MINERAL PROD & SRV
4. 012 PETROCHEM & CHEM PROD, EQP, SERV
5. 005 COMM. & INFORM. EQP. & SERV