

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

THE SUCCESS OF CDNS IN THE MARKETPLACE IS, AND WILL CONTINUE TO BE, DICTATED BY THE SOURCING EFFORTS OF LOCAL INDUSTRY RATHER THAN THE EFFECTIVE MARKETING STRATEGY(S) OF THE CANADIAN MANUFACTURERS.

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
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- 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: EXPAND MARKET INTELLIGENCE OF NEW ENGLAND FIRMS PURCHASING THIS EXPERTISE ALONG WITH IDENTIFYING THE COMPETITION, BOTH DOMESTIC AND FOREIGN

Results Expected: EXPAND THE PARTICIPATION OF CANADIAN FIRMS IN THE NEW ENGLAND MARKET.

Activity: PUBLISH NEWS BULLETIN ON THE ELECTRONIC INDUSTRY, MAJOR PROGRAMS, CONTRACT AWARDED AND ORGANIZATIONS INVOLVED.

Results Expected: ABILITY TO TARGET THEIR EXACT MARKET NICHE, ABILITY TO DIRECT THE MKTG FUNCTION AT SPECIFIC ELECTRONIC FIRMS AND NOT THE INDUSTRY AS A WHOLE.

Activity: CONTACT LOCAL AGENTS AND MANUFACTURERS REPS. WITH LISTING OF CDN FIRMS LOOKING TO PENETRATE THE TERRITORY.

Results Expected: INCREASE THE NUMBER OF CDN FIRMS IN THE MARKETPLACE WITH QUALIFIED REPRESENTATION.