

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
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: UPDATE LISTS OF CONTRACT FURNITURE, INCLUDING STORE FIXTURES, CARPET AND WALL COVERING CONTACTS - CDN. AND U.S. - FOR DATA BASE (WINEXPORT).

Results Expected: 400

Activity: IDENTIFICATION - POTENTIAL BUYERS OF JUVENILE FURNITURE

Results Expected: 10 NEW REPS

Activity: IDENTIFICATION - POTENTIAL AGENTS FOR K.D. FURNITURE (RECENT MARKET STUDY DOES NOT INCLUDE ALL IN TERRITORY).

Results Expected: 6 NEW REPS

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: IDENTIFICATION OF NEW AGENTS, ESPECIALLY IN FLORIDA. ALSO TO UNDERTAKE A MARKET STUDY RE PROSPECTS FOR CDN. FURNITURE IN FLORIDA.

Results Expected: COMPLETE THE STUDY AND IDENTIFY 20 POTENTIAL REPS.

Activity: RECRUIT NEW DESIGNERS, SPECIFIERS AND/OR POTENTIAL BUYERS FOR IIDEX AND ENCOURAGE PAST ATTENDEES TO ATTEND AT OWN EXPENSE.

Results Expected: 12