

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: FLORIDA HIGH SPEED RAIL PROJECT

Approximate Value: \$ 1500 M

Financing Source: 012 DQM

For further info. please contact:

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

- the degree of import duty protection of local industry tends to be moderate

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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

Activity: CONTINUING FOLLOW-UP TO 1986 URBAN TRANSIT MISSION TO CANADA.

Results Expected: MAINTAIN VISIBILITY OF CANADIAN SUPPLIERS AND MONITOR PROJECT DEVELOPMENT.

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: REVIEW SHORT AND LONG TERM TRANSIT DEVELOPMENT AND PROCUREMENT PLANS OF MAJOR URBAN AREAS IN TERRITORY.

Results Expected: UNCOVER MARKET OPPORTUNITIES FOR CANADIAN SUPPLIERS, AND DEVELOP BETTER INFORMATION SOURCES.