

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

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
- 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 existence of a bilateral economic/trade arrangement between Canada and this country

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: REP LOCATOR PROGRAM.

Results Expected: APPOINT 20 NEW AGENCIES.

Activity: VISIT 10 MAJOR PURCHASERS OF INDUSTRIAL COMPONENTS WITH VIEW TO MAKING AT LEAST 2 FORMAL PRESENTATIONS ON SOURCING FROM CANADA.

Results Expected: \$1 MILLION NEW BUSINESS WITHIN 1 YEAR.

Activity: U. S. BUYER/CANADIAN VENDOR DATING SESSIONS IN CANADA.

Results Expected: \$2 MILLION BUSINESS WITHIN 1 YEAR.

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: DELINEATE SUBCONTRACTING OPPORTUNITIES AMONG SECOND AND THIRD TIER DOD SUPPLIERS.

Results Expected: 15 NEW BUYING CONNECTIONS AND \$3 MILLION IN NEW BUSINESS OVER NEXT 2 YEARS.