

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

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
- participation in trade fairs
- competitive export pricing for this market
- strong sectoral capability in Canada

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

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

Activity: ASSESSMENT OF PARTICIPATION BY CONSUMER PRODUCT MANUFACTURERS IN NEW EXPORTER EVENTS (NEBS)

Results Expected: INCREASED CONSUMER PRODUCT INITIATIVES IN NEW ENGLAND MARKET.

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: PROFESSIONAL MARKET STUDY OF APPAREL INDUSTRY IN NEW ENGLAND.

Results Expected: PERMIT CDN COS WITH LITTLE CURRENT SUCCESS TO ENHANCE OPPORTUNITIES. 10 COMPANIES AND \$1 M.

Activity: POST TO CONDUCT STUDY OF FURNITURE MARKET IN MASSACHUSETTS.

Results Expected: FACILITATE INCREASED MARKET PENETRATION BY CANADIAN COMPANIES. EXPECT \$10M IN GROWTH.

Activity: POST TO ASSESS GIFTWARE AND CRAFTS OPPORTUNITIES IN NEW ENGLAND.

Results Expected: DEVELOP MARKETING STRATEGY INFORMATION FOR THIS SECTOR.