

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
- 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
- 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: PREPARE MARKET REPORT ON URBAN TRANSIT MARKET FOCUSING ON NON-VEHICLE PROCUREMENT

Results Expected: \$2 MIL. NEW BUSINESS OVER 2 YEARS.

Activity: MONITOR AND PREPARE STATUS REPORTS ON LIGHT RAIL PROJECTS IN ST. LOUIS AND MILWAUKEE.

Results Expected: \$35 MIL. SALE IN 3 YEARS.

Activity: MONITOR CHICAGO TRANSIT AUTHORITY PLANNED PROCUREMENT OF HEAVY RAIL CARS AND KEEP UTDC AND BOMBARDIER APPRISED.

Results Expected: \$100 MIL. SALE OPPORTUNITY NEXT 2 YEARS.