

## 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: RESPONSIVE WORKLOAD - MODERATE FROM TERRITORY.

Results Expected: TWO BUYING CONNECTIONS RESULTING

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: SURVEY OF MAJOR MACHINE MANUFACTURERS TO DETERMINE MARKET POTENTIAL FOR CANADIAN METAL FABRICATORS.

Results Expected: IDENTIFICATION OF LEADS FOR FIVE BUYING CONNECTIONS FOR \$5 MILLION IN NEW EXPORT SALES IN TWO YEARS.

Activity: PROMOTE CONSULATE GENERAL AND WIN AS AN "AID IN SOURCING" FOR PURCHASING AGENTS THROUGH THE CHICAGO PURCHASING MANAGEMENT ASSOCIATION. ALSO, EXHIBIT AT PMA TRADE FAIR AND MEETING, APRIL 1988.

Results Expected: GENERATE 100 LEADS FOR CANADIAN COMPANIES TO FOLLOW UP.