

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
- 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

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

Activity: MEETINGS WITH RETAIL & INSTITUTIONAL COMPANIES IN CHICAGO (BROKERS, REPS, ETC.)

Results Expected: IMPROVE LEVEL OF COMMUNICATION WITH THE LOCAL COMMUNITY WITH RESPECT TO TRENDS & OPPORTUNITIES. 10 OUT CALLS

Activity: AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES.

Results Expected: ACTION 15 CDN/5 LOCAL INQUIRIES

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: ATTEND AND AUDIT BOSTON SEAFOOD SHOW (1989)

Results Expected: ENCOURAGE CDN. EXHIBITORS TO PURSUE CHICAGO MARKET. ESTABLISH 3 BUYER/DISTRIBUTOR AGREEMENTS.