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DEPARTMENT OF EXTERNAL AFFAIRS

PAGE: 21

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: Lobbying (A) Florida Transportation Commission (B)Municipal Transit Authorities (C) Florida Transit Assoc.

Expected Results: Increased understanding of Canadian capability

Activity: Familiarization visits to Cdn industry by all of the above groups plus transit sector journalists

Expected Results: Cdn expertise, transit awareness & substantial downstream

Activity: sales

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: Survey of transit plans in territory

Expected Results: Inform Canadian industry