

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 005 COMM. & INFORM. EQP. & SERV

REASONS: NEW ENGLAND IS AN AREA OF HIGH-TECH CONCENTRATION WITH MANY COMPUTER AND OTHER TECHNOLOGY COMPANIES HEADQUARTERED IN THE REGION.

2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: DEFENCE SPENDING IN THE REGION ACCOUNTS FOR SOME 7% OF THE AREA'S GNP & LOCATION OF MAJOR USA CONTRACTORS OFFERS SEVERAL SUBCONTRACTING OPPORTUNITIES. ELECT. SYST. COMMAND IS A MAJOR POTENTIAL CLIENT FOR CDN

3. 015 CONSTRUCTION INDUSTRY

REASONS: BUILDING BOOM IN THE REGION HAS MADE THE CONSTRUCTION EQUIPMENT AND PRODUCTS MARKET VERY STRONG. SALES OF LUMBER, GYPROCK, AND OTHER CONSTRUCTION MATERIALS HAVE GOOD LONG-TERM POTENTIAL.

4. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: STRONG ECONOMIC GROWTH, PARTICULARLY IN THE DEFENCE SECTOR, HAS LED TO SIGNIFICANT SUBCONTRACTING OPPORTUNITIES WITH LARGE CONTRACTORS SUCH AS GTE, TEXTRON, ETC.

5. 002 FISHERIES, SEA PRODUCTS & SERV.

REASONS: DESPITE RECENT PROBS. ASSCTD WITH COD COUNTERVEIL, BOSTON REMAINS PRIMARY U. S. "FISH MKT & WILL CONTINUE TO BE IMPORTANT CDN FISH IND. WITH SPECIAL RELEVANCE AS A BAROMETER TO TRENDS IN PRICES AND QUALITY.

6. 013 CONSUMER PRODUCTS

REASONS: PER CAPITA INCOME IS WELL ABOVE THE NATIONAL AVERAGE AND SPENDING ON SUCH THINGS AS FURNITURE IS STRONG. CONTRACT FURNITURE SALES CORRESPOND TO THE STRONG CONSTRUCTION MARKET.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 002 FISHERIES, SEA PRODUCTS & SERV.
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 016 INDUSTRIAL MACHIN, PLANTS, SERV.
5. 005 COMM. & INFORM. EQP. & SERV