

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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
- competitive export pricing for this market

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.

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

Activity: UNDERTAKE A PROMOTIONAL EVENT ASSOCIATED WITH BIOTECHNOLOGY
E. G. AMERICAN SOCIETY FOR MICROBIOLOGY IN MIAMI. FEB. 1988.

Results Expected: INTRODUCE 5 CANADIAN COMPANIES TO THIS MARKET
AREA. IDENTIFY 20 REPS/AGENTS/ETC. \$350,000
SALES.

Activity: MONITOR AND REVIEW SEVERAL SPECIALIZED MEDICAL TRADE SHOWS TO
DETERMINE PROSPECT FOR PROMOTIONAL ACTIVITIES.

Results Expected: EVALUATE AND REPORT ON 4 INT'L CONVENTIONS
TRADE SHOWS.

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: ORGANIZED AND IMPLEMENT 4 PROMOTIONAL PROJECTS FOCUSED ON
INTRODUCING CDN FIRMS INTO POST TERRITORY AND IDENTIFYING LOCAL
AGENTS, REPS, DISTRIBUTORS, ETC.

Results Expected: 40 AGENTS/REPS/DISTRIBUTORS \$1. MILLION IN
SALES.

Activity: IDENTIFY CANADIAN SUPPLY CAPABILITY IN SPECIALIZED MEDICAL
SECTORS. E. G. OPTOMOLOGY ETC.

Results Expected: IDENTIFY 20 NEW CANADIAN COMPANIES AND INSERT
INTO WIN.