Services Not Elsewhere Specified <u>NEW EXPORTERS TO BORDER STATES</u> Officer: D. Shaw

EVENT: PRODUCTS:

ATTENDANCE:

SUB-SECTOR:

SECTOR:

SCOPE:

Seattle18 MissionsSector-specific and multi-sectoral missionsInvestigation of regional markets immediatelyacross the Cda./U.S. border.10 to 20 potential exporters per mission

EVENT: PRODUCTS: SCOPE: Export market studies - Various posts To be determined High potential NEBS participants in selected industry sectors. 10 to 20 products

ATTENDANCE:

stratequi - Reinforde the Image of the Canadian electronice Advetty as a capable competizive and quality supply source through participation in salected national and regional high

- Expand into new or underemploited markets and develop new market segments by information booth participation and trade mouthows to targeted market areas.

- Promote D.S investment and chrategic alliances in the sector in order to attract high fachnology-bread firms to Canada.

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