

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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: DEVELOP CURRENT INFORMATION ON FORESTRY EQUIPMENT MACHINERY AND SERVICES VIS-A-VIS CANADIAN SUPPLY CAPABILITY AND AGENTS, REPS, AND USERS, DISTRIBUTORS, ETC... IN POST TERRITORY.

Results Expected: INCORPORATE FIFTY NEW FIRMS INTO WIN ENABLING IMPROVED MATCHING.

Activity: VISIT PULP AND PAPER MILLS TO PROMOTE USE OF CANADIAN EQUIPMENT, ESTABLISH CONTACTS, VIEWS OPERATIONS.

Results Expected: REPORTS ON REGIONAL INDUSTRY AND ESTABLISH A PROMOTIONAL PROGRAM.

Activity: ORGANIZE AND IMPLEMENT A PROMOTIONAL EVENT, APPROPRIATE TO EXPAND EXPORTS SALES AND INTRODUCE NEW CANADIAN COMPANIES INTO THE POST TERRITORY.

Results Expected: ACQUIRE TWENTY NEW CONTACTS (AGENTS, REPS, ETC) ACHIEVE DIRECT SALES \$250,000.