

Export and Investment Promotion Planning System

MISSION: 437 LONDON

COUNTRY: 051 UNITED KINGDOM

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

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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

Activity: PREPARE A MARKET PROFILE OF SUB-SECTOR.

Results Expected: IDENTIFICATION OF TRADE PROMOTION NEEDS AND OPPORTUNITIES.

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: A SYSTEMATIC PROGRAMME OF VISITS TO BUYERS WILL BE DEVELOPED. THIS WOULD BE GREATLY FACILITATED BY COMPREHENSIVE BROCHURES.

Results Expected: INCREASING AWARENESS OF CANADA'S CAPABILITIES AND HENCE INCREASE IN EXPORTS OF GOODS AND SERVICES.