

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WASHINGTON

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Performance of local agent or representative
- _____
- _____

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ESTABLISHMENT OF COMPUTERIZED DATABAS OF TERRITORY FURNITURE
REPS QUALIFIED TO HANDLE CDN LINES
Expected Results: IMPROVED BASE FOR REFERRAL & PROMOTIONAL ACTIVITIES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: MONTREAL MKTPLACE--JUNE
Expected Results: \$2M EST. SALES

Activity: IIDEX--NOVEMBER
Expected Results: \$5.6M EST SALES

Activity: TORONTO MKTPLACE--JANUARY
Expected Results: \$2M SALES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: PROVIDE COMPREHENSIVE GUIDE TO MID-ATLANTIC FURNITURE MKT
Expected Results: INCREASED SALES THROUGH GREATER AWARENESS OF MKT PRACTICES