

## 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
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

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

Activity: FOLLOW-UP ON TWO BUILDING MATERIALS SHOWS HELD IN TERRITORY DURING PREVIOUS YEARS.

Results Expected: INSURE THAT CANADIAN COMPANIES OBTAIN SUITABLE REPRESENTATION IN THE TERRITORY.

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 BUILDING MATERIAL AGENTS AND DISTRIBUTORS IN TERRITORY.

Results Expected: OBTAIN REPRESENTATION IN TERRITORY FOR AT LEAST TEN NEW CANADIAN EXPORTERS OF BUILDING MATERIALS.

Activity: ORGANIZE PARTICIPATION BY SIX CANADIAN BUILDING PRODUCTS SUPPLIERS IN TWO PIPP-FUNDED TRADE SHOWS.

Results Expected: OBTAIN REPRESENTATION AND INCREASE EXPORTS OF CANADIAN SUPPLIERS.

Activity: UPGRADE QUANTITY AND QUALITY OF CANADIAN SUPPLIERS AND REGIONAL CONTACTS (COMPANIES, AGENTS, REPRESENTATIVES, DISTRIBUTORS, ETC.) ON WIN EXPORT.

Results Expected: INCORPORATE ONE THOUSAND CONTACTS (FIRMS) ON WIN EXPORT.