

## Export and Investment Promotion Planning System

MISSION: 601 BOSTON

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:

- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: FOLLOW-UP ON FIVE SEMINARS ORGANIZED FOR QUEBEC FISHERIES COMPANIES IN NORTHERN QUEBEC AND MAGDELIN ISLANDS.

Results Expected: 3 COMPANIES TO ENTER N. E. MARKET.

Activity: HIRE NEW COMMERCIAL OFFICER.

Results Expected: CONTINUE TO OFFER EXCELLENT SUPPORT TO INDUSTRY/GOV'S DESPITE LOSS OF COMMERCIAL OFF. WHO HAD WORKED FOR 22 YRS. IN FISHERIES SECTOR.

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: START PRODUCING MONTHLY MARKET REPORT ON SEAFOOD, INCLUDING PRICE TRENDS.

Results Expected: DISSEMINATE INFORMATION ON MORE TIMELY BASIS TO INDUSTRY AND GOVERNMENT DEPARTMENTS (FED/PROV).

Activity: ORGANIZE SEMINAR/RECEPTION FOR AQUACULTURE PRODUCERS FROM CANADA (N. E. BUYERS, PROCESSORS, USERS TO ATTEND).

Results Expected: COMPETITIVE MARKET PENETRATION FOR CANADIAN FARMED PRODUCTS - SALMON, MUSSELS, ETC.

Activity: ORGANIZE MAJOR PROGRAM OF VISITS FOR NEW OFFICER RESPONSABLE FOR FISHERIES MARKETING.

Results Expected: INCREASE KNOWLEDGE OF CDN FISHERIES CAPABILITIES/ENVIRONMENT.