

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

RPT32

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: ATLANTA

Country: UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. DEFENCE PROGRAMS, PRODUCTS, SERV  
THERE ARE MANY MILITARY COMMANDS AND PRIME CONTRACTORS LOCATED IN THE TERRITORY ESPECIALLY IN FLORIDA WHICH IS THE 4TH RANKING U.S. STATE IN DEFENCE PROCUREMENT.
2. CONSUMER PRODUCTS & SERVICES  
THE EXPANDING POPULATION IN THE SOUTHEAST AND RISING PERSONAL INCOMES PROVIDE A LUCRATIVE MARKET FOR MANY CONSUMER PRODUCTS, ESPECIALLY APPAREL AND FURNITURE.
3. ADVANCED TECH. PROD. & SERV  
THE SOUTHEAST BOASTS AN EXPANDING HIGH TECH SECTOR WHICH REQUIRES COMPONENTS, SYSTEMS AND SOFTWARE. THE NUMBER AND VARIETY OF TRADE SHOWS OFFER GOOD OPPORTUNITIES FOR EXPORTERS TO BECOME ESTABLISHED.
4. CONSTRUCTION INDUSTRY  
CONSTRUCTION ACTIVITY IN THE SOUTHEAST CONTINUES AT A RATE ABOVE THE NATIONAL LEVEL OFFERING EXCELLENT OPPORTUNITIES FOR THE SALE OF ALL TYPES OF BUILDING MATERIALS.
5. AGRI & FOOD PRODUCTS & SERVICE  
A POPULATION 50% LARGER THAN CANADA, HIGH INCOME LEVELS, AND A SIGNIFICANT RESIDENT CANADIAN POPULATION (IN FLORIDA) MAKE THE SOUTHEAST AN ATTRACTIVE MARKET FOR CANADIAN FOOD PRODUCTS.
6. INDUSTRIAL MACHIN, PLANTS, SERV.  
THE SOUTHEAST CONTINUES TO BE MORE ORIENTED TOWARD MANUFACTURING INDUSTRIES THAN DOES THE U.S. AS A WHOLE. THERE ARE SIGNIFICANT OPPORTUNITIES FOR ALL TYPES OF INDUSTRIAL MACHINERY.

The most important current Canadian export sectors to this market are (based on actual export sales):

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|--------------------------------------|-------------------------------------|
| 1. TRANSPORT SYS, EQUIP, COMP, SERV. | 4. INDUSTRIAL MACHIN, PLANTS, SERV. |
| 2. FOREST PRODUCTS, EQUIP, SERVICES  | 5. AGRI & FOOD PRODUCTS & SERVICE   |
| 3. ADVANCED TECH. PROD. & SERV       | 6. CONSUMER PRODUCTS & SERVICES     |