

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
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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:

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

Activity: DATABASE COMPILATION OF BOTH CANADIAN AND POST COMPANY SERVICE PROVIDERS.

Results Expected: 1) 100 SERVICE PROVIDERS TO ASSIST CDN. MANUFACTURERS. 2) LIST OF POTENTIAL EVENTS.

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: PROPOSE A MARKET STUDY FOR THIS SUB-SECTION FOCUSING ON ATLANTA.

Results Expected: ENABLE A DEFINED PROGRAM TO BE IMPLEMENTED.