

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
- competitive export pricing for this market

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:

- the adequacy of exporter information in Canadian Directories

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

Activity: IDENTIFICATION OF NEW EFFECTIVE AGENTS FOR ALL CONSUMER ITEMS, ESPECIALLY HARDWARE, HOUSEWARES, SPORTING GOODS, GAMES AND TOYS, ARTS AND CRAFTS. INCORPORATE IN WINEXPORT.

Results Expected: 20 NEW AGENTS.

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: UPDATE RECORDS OF HARDWARE/HOUSEWARES AGENTS AND DIST. AND REVISE WINEXPORT. ATTEND HARDWARE/HOUSEWARES SHOW CHICAGO, TO MEET WITH CDN. EXPORTERS.

Results Expected: APPROX. 30 NEW U.S. CONTACTS.

Activity: IDENTIFY AND RECRUIT NEW BUYERS FOR INTL. FUR FAIR, MTL. UPDATE RECORDS OF ALL FUR RETAILERS AND WHOLESALERS (WINEXPORT).

Results Expected: 5 NEW U.S. BUYERS TOTAL 40

Activity: IDENTIFY AND RECRUIT NEW BUYERS FOR CDN INTL. JEWELLERY SHOW, TORONTO.

Results Expected: 8 NEW BUYERS.