

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WASHINGTON

Market: UNITED STATES OF AMERICA

**Factors for Canadian exports not reaching market potential:**

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

**In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:**

**Activity:** ESTABLISH DATABASE OF FURN REPS QUALIFIED TO HANDLE CDN LINE  
**Expected Results:** INCREASE NUMBER OF REPS IN TERRITORY ABLE TO PROMOTE PRODUCT & GEN

**For the next fiscal year, the mission will carry out the following approved fairs and missions:**

**Activity:** MONTREAL FURNITURE MARKET - 89  
**Expected Results:** INCREASED DISTRIBUTION AND SALES

**Activity:** IIDEX NOV 89  
**Expected Results:** INCREASED DISTRIBUTION AND SALES

**Activity:** TORONTO FURNITURE MARKET JAN 90  
**Expected Results:** INCREASED DISTRIBUTION AND SALES

**For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:**

**Activity:** INDUSTRY PRESENTATIONS/SEMINARS TO TERRITORY BUYERS  
**Expected Results:** INCREASED AWARENESS OF CDN PRODUCT, INCREASED DISTRIBUTION AND SALES.