

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

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

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: LUMBER MARKETING SEMINAR.

Results Expected: 3 COMPANIES WILL DEVELOP AGGRESSIVE MKTG. PROGRAM.

Activity: GENERATE INTEREST IN COUNTERVAIL CASE AND TRADE LEGISLATION AND SUPPORT OF CANADIAN POSITION. (SEE POST ECONOMIC PROGRAM)

Results Expected: 15 COYS/PEOPLE WILL WRITE TO CONG OR ITC TO SUPPORT CDN. POSITION.

Activity: MARKET ANALYSIS OF TRANSPORTATION ISSUES.

Results Expected: 3 EXPORTERS WILL NEGOTIATE CHEAPER FREIGHT RATES.