

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing

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
- competitive export pricing for this market

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: POST TO CONDUCT DETAILED ANALYSIS OF URBAN TRANSIT IN BOSTON METROPOLITAN AREA.

Results Expected: STRENGTHEN CANADIAN POSITION IN MARKET BY IMPROVED REPORTING AND INFO ANALYSIS.

Activity: PROFESSIONAL STUDY OF AUTOMOTIVE AFTERMARKET.

Results Expected: FACILITATE INCREASED MARKET PENETRATION BY CANADIAN COMPANIES.