

14/12/89

DEPARTMENT OF EXTERNAL AFFAIRS

PAGE: 57

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Limited Canadian capabilities
- Performance of local agent or representative
- _____
- _____

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

Activity: Promote Canadian role in ADI at Local U.S. Air Base
Expected Results: Establish access for Canadian manufacturers

Activity: Company prospecting in Western Canada
Expected Results: Locate 5-10 new firms

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

Activity: Establish new Commercial markets for Canadian manufacturers
Expected Results: Open new doors for Cdn electrical/electronic manufacturers.