

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:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

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

Activity: CONTINUE TO DEVELOP KEY CONTACTS IN AFTERMARKET DISTRIBUTION NETWORK AND ENCOURAGE THEM TO DEAL WITH CANADIAN FIRMS.

Results Expected: 15 NEW AGENTS OR REPS FOR CANADIAN COMPANIES.

Activity: ENCOURAGE US COMPANIES TO INCREASE THEIR AFTERMARKET PROCUREMENT FROM CANADA AND ADD NEW CANDIAN LINES.

Results Expected: \$5M NEW BUSINESS PER YEAR.

Activity: IDENTIFY PURCHASING DECISION MAKERS IN NEW DIAMOND-STAR MOTORS CORP. AND ENCOURAGE THEM TO DEAL WITH CANADIAN SUPPLIERS.

Results Expected: \$5M TO \$10M NEW BUSINESS ANNUALLY