

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES

Results Expected: ACTION 20 CANADIAN/5 LOCAL INQUIRIES

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: TO ASSIST IMPLEMENTATION OF NRA NATIONAL STAND IN 1988

Results Expected: TARGET RESULTS ARE 5 REPS TO BE APPOINTED & \$1 MILLION IN EQUIPMENT SALES.

Activity: ATTEND AND MONITOR EQUIPMENT/PROCESSING SHOWS... I. E. THE AMERICAN MEAT INSTITUTE IN 10/88, DAIRY & FOOD EXPO 9/88, FOOD MARKETING INSTITUTE 5/88 (ONTARIO GOV. STAND), INTERBEV 10/88

Results Expected: RECOMMENDATIONS FOR MAXIMIZING CDN. PARTICIPATION AND PRESENCE