

14/12/89

DEPARTMENT OF EXTERNAL AFFAIRS

PAGE: 49

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- \_\_\_\_\_
- \_\_\_\_\_

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: Boston Solo Food Show

Expected Results: Introduce 20+ new Canadian companies to U.S. market