

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: MSE RADIOS

Approximate Value: \$ 43 M

Financing Source: 012 DOM

For further info. please contact:

MARTIN ROBICHAUD/BOSTON CONGEN/(617)262-3760

iv) Project Name: MILITARY JET ENGINE PROJECT

Approximate Value: \$ 34 M

Financing Source: 012 DOM

For further info. please contact:

MARTIN ROBICHAUD/BOSTON CONGEN/(617)262-3760

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

- there are import restrictions which can present significant problems

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
 - 1) CONSTANT REQUIREMENT TO EDUCATE CDNS. REGARDING COMPLICATED MILITARY STRUCTURE & CDN. PROCEDURES TO OVERCOME IT.
 - 2) CONSTANT REQUIREMENT TO INFORM AMERICANS OF CDN. CAPABILITY.
 - 3) SECURITY CLEARANCES FOR PEOPLE AND PUBLICATIONS.

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 missions
- use of Canadian Government 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

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: REVITALIZE CDA/ESD WORKING GROUP

Results Expected: ENHANCE R. & D. OPPORTUNITIES IN COMMUNICATIONS AND ELECTRONICS.