

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

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: ONE ON ONE INTERVIEWS WITH DECISION MAKERS AT RETAIL AND INSTITUTIONAL COMPANIES IN POST TERRITORY OTHER THAN CHICAGO AREA

Results Expected: DETERMINE LOCAL TRENDS AND ASSESS FUTURE OPPORTUNITIES.