

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

**Factors contributing to current successful Canadian exports:**

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Willingness of exporters to invest/joint venture in territory
- Technology transfer

**Factors for Canadian exports not reaching market potential:**

- Lack of promotion and advertising
- Market prospects have not been adequately explored
- \_\_\_\_\_
- \_\_\_\_\_

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: Outgoing mission to Huntsville, AL  
Expected Results: 10 Cdn coys introduced to market

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

Activity: Fiber Tour/Local Network Atlanta  
Expected Results: 5 new Cdn companies introduced to market

Activity: TABES Expo, Huntsville, AL  
Expected Results: 5 Cdn companies introduced to market

Activity: Bobbin Show  
Expected Results: Establish 50 new local contacts