

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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: FOLLOW-UP WITH CONTACTS --CDN. & US MADE AT WORLDSTORE '88
AND INCORPORATE IN WIN SYSTEM.

Results Expected: 10 CANADIAN
15 U.S.
\$2 MILLION IN SALES.

Activity: CONCENTRATE ON MARKET I.D. BY DESIGNATING ONE DAY WEEKLY TO CALL ON AND MEET U.S. REPS AND BUYERS ON RECORD AND TO IDENTIFY NEW POTENTIAL REPS AND BUYERS AND DETERMINE OPPORTUNITIES.

Results Expected: