

## I. GEOGRAPHIC MARKETING (U.S.A.)

### GEOGRAPHIC PRIORITIES

The influence and the importance of the U.S. market on the economy of Canada is demonstrated through the size and diversity of Canadian exports to that country. The first six months of 1984/85 have seen nearly 80% of all Canadian export sales cross the border providing direct employment for more than three million Canadians, almost 25% of the total available labour force.

Of particular interest is the fact that while Canada remains the single largest supplier to the U.S.A. of natural gas and electricity, over 70% of Canadian exports to the U.S. are manufactured products. These statistics underline how important the U.S. buyer is to each region of Canada and every sector of Canadian industry. Given the increased attention other foreign suppliers are paying to the U.S. market it is imperative that we revitalize our trade promotional efforts and vigorously pursue every sales opportunity in order to maintain and increase the Canadian share of the U.S. market.

During 1985/86, the U.S. Branch plans to step up its program of developing marketing "strategies" for key and priority industry sectors. Working closely with DRIE sector branches export approaches have already been formulated for Agricultural Machinery; Manufactured Wood Products; Urban Transportation Equipment; and Sporting Goods. Other strategies in various stages of completion include: Forestry Equipment; Oil and Gas Equipment; Defence Products; Hardware; High Tech (Computer Hardware and Software); Apparel; Pleasure Boats; Manufactured and Processed Food and Processed Fish Products. While the U.S. market as a whole is seen as the natural one for Canadian industry particularly first-time exporters and small/medium sized firms, the Northern Tier States, Sun Belt Region and West Coast are the strongest regional markets and are targetted in the Promotional Projects Program (PPP) developed for fiscal year 1985/86.

This PPP includes 75 promotional events ranging from full scale Canadian national participation to buyers missions and solo shows. Twenty-two events focus on Consumer Products including furniture, apparel, sporting goods, and housewares; twelve on Food Products including fish; nine events on the Resource Industry including Building Materials and Manufactured Wood Products; and five events on the High Tech Industry. The balance of the program addresses key sectors such as the Automotive, Defence, Energy, Agricultural Machinery, Forestry Equipment, Health Care, Iron and Steel, Marine, Pulp and Paper, and Transportation Industries.