

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 013 CONSUMER PRODUCTS

REASONS: LARGEST BUYING CAPACITY NATIONALLY FOR HARDWARE PRODUCTS CENTERED IN SEARS, ACE & TRU-VALUE. NEARLY EVERY MAJOR NTL CONSUMER SHOW OCCURS HERE IN APPAREL, US IMPORTS \$14 FOR EVERY \$1 IT EXPORTS.

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: FOOD PROD. & BEVERAGES ARE VIRTUALLY RECESSION-PROOF & WILL GROW SLOWLY BUT STEADILY OVER THE NEXT 10 YEARS. PROD THAT APPEAL TO THE DIET/FITNESS CONSCIOUS WILL SEE THE STRONGEST GROWTH.

3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: AUTO PARTS PROVIDE CDN COS WITH PRIVILEGED ACCESS TO GROWING MKT FOR OEM AND AFTERMARKET PROD. & COMPONENTS. EMPHASIS ON THE MAINTENANCE & DEV. OF URBAN TRANSIT SYST. CREATES ADD. OPPORTUNITIES FOR TRANS. SEC.

4. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: QUEBEC SUMMIT AND DOD COMPETITION ADVOCATE PROGRAMS ARE PROMOTING GREATER OPPORTUNITIES FOR CDN COS WITHIN THE DP/DPSA.

5. 005 COMM. & INFORM. EGP. & SERV

REASONS: OPPORTUNITIES IN OFFICE AUTOMATION ARE STRONG AS THESE TRY TO IMPROVE PRODUCTIVITY BY COMPUTERIZING. CDN PROD. SERV. ARE REGARDED AS EQUAL TO US PRODUCTS.

6. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: THE COMPONENTS PARTS OF THIS SECTOR PROVIDES THE ONLY REAL GROWTH POSSIBILITIES AS COS TRY TO REDUCE COSTS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 011 OIL & GAS EQUIPMENT, SERVICES
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 012 PETROCHEM & CHEM PROD, EGP, SERV