

## 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
- participation in trade fairs
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW UP WITH OUTSTANDING COMPANIES FROM MISSION TO ST. LOUIS ON "SELLING TO THE U. S. GOVERNMENT" SEMINAR

Results Expected: FIVE CANADIAN COMPANIES TO SELL TOTAL OF \$5M OF NEW BUSINESS

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: ASSIST IN IMPLEMENTATION OF CANADIAN GOVERNMENT NATIONAL STAND PARTICIPATION IN NATIONAL PLASTICS EXPO, JUNE 1988 AND NAZ MAT, MARCH 1988 AND UNDERTAKE RELATED FOLLOW UP

Results Expected: TEN CANADIAN COMPANIES TO MAKE INITIAL SALES ARRANGEMENTS WITH U. S. BUYERS AND TEN APPOINT AGENTS