

RPTB2

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 EXPORT PROMOTION PRIORITIES

Mission: ATLANTA

Country: UNITED STATES OF AMERICA

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

1. **ADVANCED TECH. PROD. & SERV**  
Canadian telecom firms have 50% market share in central office switching equipment and a 40% market share in customer premise equipment. This installed base and compatibility of Canadian standards provide outstanding opportunities for increased sales of Canadian peripherals and upgrades.
2. **DEFENCE PROGRAMS, PRODUCTS, SERV**  
Large military commands and many large defence prime contractors are located in the territory. Florida is the fourth-ranked state in defence spending.
3. **TRANSPORT SYS, EQUIP, COMP, SERV.**  
Automotive parts, urban transit equipment, and recreational marine equipment all offer outstanding export opportunities.
4. **AGRI & FOOD PRODUCTS & SERVICE**  
The growing market of the Southeast U.S. is becoming more diversified and sophisticated, willing and eager to accept new food products. Distribution channels are changing, offering opportunities for new/small exporters to enter the market.
5. **CONSTRUCTION INDUSTRY**  
Construction activity in the Southeast, particularly in the resort areas of southern Florida and Puerto Rico, is expected to continue at a rate above the national average, offering excellent opportunities for the sale of all types of building materials.
6. **INDUSTRIAL MACHIN, PLANTS, SERV.**  
Southeastern manufacturers are due for major modernization of machinery and equipment in 1990's. The next several years should offer an expanding market and an excellent opportunity to get in at an early stage in the buying cycle.

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

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|--------------------------------------|-------------------------------------|
| 1. FOREST PRODUCTS, EQUIP, SERVICES  | 4. ADVANCED TECH. PROD. & SERV      |
| 2. TRANSPORT SYS, EQUIP, COMP, SERV. | 5. CHEM PROD & PETROCHEM, EQP, SERV |
| 3. MINE, METAL, MINERAL PROD & SRV   | 6. OIL & GAS EQUIPMENT, SERVICES    |