

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- LARGE INVESTMENT REQUIRED TO MEET
- MILITARY SPECIFICATIONS.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PREPARE DIRECTORY OF MARKETING REPRESENTATIVES
Expected Results: IMPROVED ACCESS TO DEFENCE PRIMES

Activity: EST. WORKING GROUP FOR JOINT DEV'T OF TRAINING/SIMULATION
Expected Results: INCREASED PARTICIPATION IN ARMY & NAVY TRAINING AND SIMULATION PROJECTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: CALLS TO MADE ON MILITARY COMMANDS IN TERRITORY
Expected Results: UNCOVER NEW OPPORTUNITIES FOR PRODUCTION AND DEVELOPMENT SHARING

Activity: PREPARE BRIEF-US DEFENCE PRIME CONTRACTORS ON TRADE DOCUME
Expected Results: RELIEVE IRRITANTS FOR MAJOR U.S.A. CONTRACTORS (EG. F-SYSTEMS)

Activity: WORKSHOP "HOW TO PREPARE PROF. DEFENCE CONTRACT PROPOSALS.
Expected Results: REDUCE PRIME CONTRACTOR PROBLEMS IN DEALING WITH CDN SUPPLIERS, THEREBY INCREASING CDN COMPONENT EXPORTS.