

Export and Investment Promotion Planning System

MISSION: 603 CLEVELAND

COUNTRY: 577 UNITED STATES OF AMERICA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

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
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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: BUYER PROCUREMENT SEMINARS FOR SPECIFIC MAJOR U.S. CORP. AND INDUSTRIES. PREPARATION OF CSN CAPABILITY GUIDE TO MATCH SPECIFIC COMPANY AND INDUSTRY NEEDS TO BE DEVELOPED IN COOPERATION WITH DRIE.

Results Expected: INCREASED PURCHASING ACTIVITY DIRECTED TO SPECIFIC CDN COMPANIES LISTED IN THE POST/ DRIE DEVELOPED CAPABILITY GUIDE.