

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WASHINGTON

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
- Market prospects have not been adequately explored
- \_\_\_\_\_
- \_\_\_\_\_

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

Activity: SURVEY OF AREA RETAILERS/DISTRIBUTION CHANNELS FOR OUTERWEAR  
& FASHION APPAREL  
Expected Results: INCREASED MKT PENETRATION & SALES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: CDN INTL WOMENSWEAR--SEPTEMBER  
Expected Results: INCREASED BUYER AWARENESS AND SALES

Activity: CDN INTL WOMENSWEAR SHOW--MARCH  
Expected Results: INCREASED BUYER AWARENESS AND SALES