

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

61

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BOSTON

Market: UNITED STATES OF AMERICA

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

Activity: FOLLOW-UP N.S. NEBS MISSION TO BIG SHOW MAR/88 - 6 N.S. COMP
Expected Results: ESTABLISH 5-6 NEW AGENTS OR DISTRIBUTORS OF N.S. CONST MATERIALS.

Activity: FOLLOW-UP ATLA CNA NEBS MISS TO BUILD BOSTON EXPO IN NOV 88
Expected Results: ESTABLISH 4-5 NEW AGENTS OR DISTRIBUTORS OF CDN CONST. MATERIALS

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

Activity: COMMISSION SURVEY OF NEW ENG. PRE-BUILT HOUSING MKT
Expected Results: INCREASE KNOWLEDGE OF MKT SIZE TO INCREASE CDN EXPORTS

Activity: PROMOTE PARTICIPATION OF NEBS MISSIONS TO NEW ENGLAND.
Expected Results: INCREASE BY 10-20 THE NUMBER OF CDN EXPORT COMPANIES.

Activity: EXPAND DISTRIB. OF INFORMATION ON TRADE SHOWS I.E. NORTHEAST
Expected Results: INCREASE VISIBILITY OF CDN COMPANIES & PRODUCTS.

Activity: ESTABLISH INFO BOOTH FOR NEW EXPORTERS, NORTHEAST CONST EXPO
Expected Results: INTRODUCE 6 NEW FIRMS TO NEW ENGLAND MKT & COLLECT MKT INFO.