

## Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

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

1. 005 COMM. & INFORM. EQP. & SERV  
REASONS: FASTEST GROWING INDUSTRY, IN PARTICULAR MINI-COMPUTER SOFTWARE & ELECTRONIC COMPONENTS. COMPANIES LIKE DIGITAL EQUIPMENT (VAX) & LOTUS (1-2-3) DEVELOPING PRODUCTS WHICH ARE STANDARDS FOR INDUSTRY.
2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV  
REASONS: DEFENCE SPENDING AMOUNTED TO 15.3 BIL IN 86. SEVERAL MAJOR US PRIME CONTRACTORS LOCATED IN NE. ELECTRONICS SYSTEMS DIV. AT HANSCOM AFB OFFERS MAJOR R&D OPPORTUNITIES.
3. 014 EDUCATION, MEDICAL, HEALTH PROD  
REASONS: EXPENDITURES FOR MEDICAL DEVICES/EQUIPMENT EXCEEDED \$900M IN 86. ONE OF THE MOST IMPORTANT REGIONS FOR DEVELOPMENT OF BIOTECHNOLOGY PRODUCTS, RESULTING FROM RESEARCH PROGRAMS CONDUCTED BY MAJOR UNIVERSITIES.
4. 013 CONSUMER PRODUCTS  
REASONS: ONE OF THE HIGHEST PER CAPITA INCOMES IN THE U.S. DISPOSABLE INCOME IS GROWING FASTER THAN NATIONAL AVERAGE. OPPORTUNITIES FOR FURNITURE, APPAREL, GIFTWARE & LEISURE PRODUCTS.
5. 015 CONSTRUCTION INDUSTRY  
REASONS: CDN CONSTRUCTION PRODUCTS REMAIN COMPETITIVE DUE TO FAVOURABLE EXCHANGE RATE. VERY HIGH WAGES IN NE PROVIDE OPPORTUNITIES FOR CDN EXPORTERS OF PREFABRICATED COMPONENTS.
6. 002 FISHERIES, SEA PRODUCTS & SERV.  
REASONS: PER CAPITA CONSUMPTION OF SEAFOOD CONTINUES TO EXPAND. BOSTON REMAINS MAJOR MKT AS WELL AS DISTRIBUTION CENTER FOR SEAFOOD. IMPROVED QUALITY OF CDN PRODUCTS IS REDUCING PREMIUM PAID FOR SCANDINAVIAN PRODUCTS.

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

1. 009 FOREST PRODUCTS, EQUIP, SERVICES
2. 002 FISHERIES, SEA PRODUCTS & SERV.
3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
4. 005 COMM. & INFORM. EQP. & SERV
5. 007 POWER & ENERGY EQUIP. & SERV.
6. 013 CONSUMER PRODUCTS