

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

COUNTRY: 577 UNITED STATES OF AMERICA

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

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUE TO DEVELOP AGENTS, REPS & DISTRIBUTORS IN AFTERMARKET SALES & DISTRIBUTION NETWORK AND ENCOURAGE THEM TO DEAL WITH CANADIAN FIRMS.

Results Expected: IDENTIFY 15 NEW POTENTIAL AGENTS, REPS, AND DISTRIBUTORS FOR CANADIAN COMPANIES.

Activity: IDENTIFY KEY BUYERS IN THE AUTOMOTIVE AFTERMARKET FOR CANADIAN COMPANIES TO CALL ON

Results Expected: IDENTIFY TEN NEW POTENTIAL BUYERS

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: ASSIST IN IMPLEMENTATION OF CANADIAN GOVERNMENT PARTICIPATION IN APAA, AUGUST 88 AND AUTOFACT, OCTOBER 88, TRADE SHOWS & FOLLOW-UP WITH RESPONSIVE WORK LOAD ARISING FROM SHOWS.

Results Expected: 10 NEW SALES ARRANGEMENTS AND 10 NEW AGENCY/ REP APPOINTMENTS

Activity: SURVEY CURRENT REQUIREMENTS OF TERRITORY MANUFACTURERS FOR USE BY CANADIAN COMPONENT MANUFACTURERS. HIGHLIGHTING AREAS OF OPPORTUNITY

Results Expected: 2 BUYING CONNECTIONS ARRANGED