

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 602 CHICAGO

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. 013 CONSUMER PRODUCTS

REASONS: WITH THE LARGEST BUYING CAPACITY NATIONALLY FOR HARDWARE PRODUCTS CENTERED IN SEARS, ACE AND TRU-VALUE, OPPORTUNITIES FOR THE EXPERIENCED EXPORTER ARE LIMITLESS. NEARLY EVERY MAJOR NATIONAL CONSUMER SHOW

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: FOOD PRODUCTS & BEVERAGE ARE VIRTUALLY RECESSION-PROOF & WILL GROW SLOWLY BUT STEADILY OVER THE NEXT 10 YEARS. PRODUCTS THAT APPEAL TO THE DIET/FITNESS CONSCIOUS WILL SEE THE STRONGEST GROWTH. CHICAGO IS

3. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: THE COMPONENTS PARTS OF THIS SECTOR PROVIDES THE REAL GROWTH POSSIBILITIES AS COMPANIES TRY TO REDUCE COSTS. CHICAGO IS A MAJOR MANUFACTURING CENTER & THE HOME TO SEVERAL NATIONAL EXHIBITIONS CONFERENCES.

4. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: THE FREE TRADE AGREEMENTS & DOD COMPETITION ADVOCATE PROGRAMS ARE PROMOTING GREATER OPPORTUNITIES FOR CDN COMPANIES WITHIN THE DP/DPSA. THE POSTING OF AN OFFICER TO ST. LOUIS WILL PROVIDE AN ENHANCED

5. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: AUTO PARTS PROVIDE CDN COS. WITH PRIVILEGED ACCESS TO GROWING MARKET FOR OEM & AFTERMARKET PRODUCTS & COMPONENTS. EMPHASIS ON THE MAINTENANCE & DEVELOPMENT OF URBAN TRANSIT SYSTEMS CREATES ADDED OPPORTUNITIE

6. 005 COMM. & INFORM. EQP. & SERV

REASONS: OPPOR. IN OFFICE AUTOMATION ARE STRONG AS LOCAL COS TRY TO IMPROVE PRODUCTIVITY BY COMPUTERIZING. CDN PRODUCTS/SERVICES ARE REGARDED TO EQUAL TO US PRODUCTS. THERE ARE EXCELLENT SOFTWARE TRADE SHOWS WHICH

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

1. 012 PETROCHEM & CHEM PROD, EQP, SERV
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 009 FOREST PRODUCTS, EQUIP, SERVICES
5. 012 PETROCHEM & CHEM PROD, EQP, SERV