

## 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 Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: PREPARE SOFTWARE MARKETING GUIDE LISTING MAJOR TRADE SHOWS, LOCAL AGENTS AND DISTRIBUTORS.

Results Expected: INCREMENTAL SOFTWARE SALES IN 88/89 EXPECTED TO BE \$150,000 WITH 10 NEW CANADIAN COMPANIES MAKING SALES.

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: IMPLEMENT CDN PARTICIPATION IN, AND COMPLETE EVALUATION OF 3 TRADE SHOS IN 1988/89 INCLUDING (A) WORLD COMPUTER CONF., (B) PC EXPO, (C) INTERFACE, AND FOLLOW-UP OF INITIATIVES RAISED BY CANADIAN INDUSTRY.

Results Expected: 30 NEW BUYING ARRANGEMENTS TO BE ACHIEVED.