

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
- 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

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

Activity: CONTINUE FOLLOW-UP THOSE US CO PARTICIPANTS AT US/CDN AEROSPACE SEMINAR HELD IN ST. LOUIS DECEMBER, 1985 OFFERING POSSIBLE FUTURE BUSINESS DEVELOPMENT OPPORTUNITIES.

Results Expected: 2M ADDITIONAL EXPORTS.

Activity: CONTINUE TO WORK WITH MAJOR PRIME CONTRACTS.

Results Expected: INCREASE CDN PROCUREMENT BOTH QUANTITATIVELY AND QUALITATIVELY.

Activity: CONCENTRATE EFFORT ON SECOND AND THIRD-TIER COMPANIES.

Results Expected: CONSIDER CDN SOURCES OF SUPPLY.