

## 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 missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

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

Activity: IDENTIFY AND EVALUATE OPPORTUNITIES FOR CANADIAN SUPPLIERS TO DEAL WITH SUBCONTRACTORS.

Results Expected: FIVE BUYING CONNECTIONS TO LEAD TO \$5 MILLION INCREMENTAL EXPORT 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: DEVELOP CLOSE WORKING RELATIONSHIP WITH MILITARY COMMANDS TO ENSURE PERSONNEL ARE AWARE OF CANADIAN CAPABILITIES AND PRODUCTS AND TO FOLLOW UP ON BEHALF OF CANADIAN COMPANIES.

Results Expected: INCREASE POTENTIAL FOR SALES AND PROVIDE FEEDBACK TO CANADIAN COMPANIES

Activity: PRODUCE SUMMARY OF PROJECT AND EQUIPMENT REQUIREMENTS ON A COMMAND-BY COMMAND BASIS.

Results Expected: INCREASE CANADIAN AWARENESS OF OPPORTUNITIES VIA WIDE DISTRIBUTION IN CANADA.