

## UNITED STATES MARKETING PLAN

APRIL 1, 1992 - MARCH 31, 1993

This is the second year of publication of the marketing plan by the United States Trade Tourism and Investment Development Bureau (UTD) of External Affairs and International Trade Canada (EAITC). Its purpose is to provide a detailed blueprint of the 1992-93 marketing strategy and proposed promotional activities in the US market for 37 sectors.

The document is the result of extensive consultations between UTD marketing officers, private sector partners, the US post personnel, EAITC sector specialists, Industry, Science and Technology Canada (ISTC) specialists, regional offices, and provincial and territorial trade departments. In developing the program partners carefully assessed market potential and Canadian capabilities in each sector. They then developed a strategic approach and the various activities to achieve the sector objectives.

This year's plan specifically addresses the following goals:

- to augment efforts in the following priority sectors: computers and semi-conductors, instrumentation, health and medical equipment and telecommunications. This is in recognition of the growing emphasis in trade in these sectors and their potential high growth;
- to continue from 1991/92 the specific emphasis on opportunities in services and the environment;
- to continue to identify new exporters and recognize their special needs for export education through the NEBS program;
- to make special efforts to assist those sectors with particular circumstances.

EAITC plans to invest approximately \$14 million in the 1992/93 marketing program. The U.S. Trade, Tourism and Investment Development Bureau coordinates EAITC's network of trade offices in the US and their staff of 150 Trade Commissioners and Commercial Officers. In addition, UTD has a staff of 16 officers in Ottawa and each strategy in this publication bears the name of the responsible officer. Enquiries should be directed to the appropriate officer.

Expected results: Based on experience, UTD's marketing mix produces an average of \$89 of export sales for each dollar invested. On this basis, the 1992/93 marketing program should yield approximately \$1 billion in new business for Canadian companies next year.