

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

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:

- use of Canadian Government export promotion activities

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

Activity: ESTABLISH WORKING RELATIONS WITH MASSACHUSETTS HI-TECH COUNCIL.

Results Expected: INCREASE KNOWLEDGE OF CDN CAPABILITIES.

Activity: HIRE NEW COMMERCIAL OFFICER

Results Expected: BRING MORE DYNAMISM TO EXPORT PROMOTION IN THIS SECTOR.

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: IDENTIFY KEY PUBLISHERS FOR CANADIAN SOFTWARE COMPANIES.

Results Expected: GET 4 CDN COMPANIES LISTED

Activity: IDENTIFY JOINT-VENTURE OPPORTUNITIES FOR SOFTWARE COMPANIES.

Results Expected: CONCLUDE 2 JOINT-VENTURES.

Activity: PROMOTE MORE ACTIVELY CDN EXPORTS OF COMPUTER/PERIPHERAL EQUIP., INCLUDING INCREASED ATTENDANCE BY CDN CO'S TO MAJOR SHOWS IN N. E.

Results Expected: CONCLUDE 5 REPS. AGREEMENTS FOR COMPUTER/PERIPHERAL EQUIPMENT MANUFACTURERS.