

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

COUNTRY: 577 UNITED STATES OF AMERICA

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

EXCELLENT MARKET POTENTIAL FOR A WIDE VARIETY OF SOPHISTICATED SYSTEMS AND COMPONENTS THAT ARE USED FOR POLLUTION DETECTION, PROCESS CONTROL, SATELLITE COMMUNICATIONS AND INDUSTRIAL AND PUBLIC SERVICE APPLICATIONS.

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
- 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 MARKET GUIDE FOR CANADIAN EXPORTERS.

Results Expected: 5 NEW AGENTS APPOINTED
\$1 MILLION BUSINESS INFLUENCED
6 PROGRAMMED OUTCALLS

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: REPRESENTATIVE LOCATOR PROGRAM TO MATCH CANADIAN EXPORTERS WITH AGENTS AND DISTRIBUTORS.

Results Expected: 10 NEW AGENTS APPOINTED.