

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:

- No factors reported by mission

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
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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: WORK WITH COFI TO IDENTIFY POTENTIAL MARKETS FOR VALUE ADDED WOOD PRODUCTS. INCLUDES ANALYSIS OF CURRENT STANDARDS.

Results Expected: TWO NICHEs IDENTIFIED FOR TWO CANADIAN EXPORTERS RESULTING IN \$200,000 ADDITIONAL SALES.

Activity: CONTINUE LIAISON WITH NAWLA ON TRADE ISSUES.

Results Expected: PROVIDE RELEVANT INFORMATION AND SPEAKERS FOR POLICY CONSIDERATION.

Activity: RESPONSIVE WORK LOAD.

Results Expected: THREE COMPANIES WILL APPOINT AGENTS/MAKE \$300,000 SALES INTO TERRITORY.