

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market

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

Activity: BIOTECHNOLOGY MAILOUT (150) TO NEW CANADIAN COYS FOR PENETRATION INTO SOUTHEAST U. S. A. OFFERED AT SEVERAL TRADE SHOWS (SEE ASM BELOW)

Results Expected: TO INCREASE EXPORT ACTIVITY OF 20 CANADIAN COYS IN 1987-88 AND ACHIEVE \$500,000 IN EXPORT SALES.

Activity: MONITOR & REVIEW SEVERAL TRADE SHOWS TO BE UTILIZED IN NEXT YEARS PROGRAMS.

Results Expected: TO IDENTIFY 20 NEW AGENTS & REPS FOR EXPORTING. MEET MAJOR END USERS. JUDGE COMPETITION AND REPORT ON FINDINGS.

Activity: VISIT HEALTHCARE COMPANIES (MAJOR END USERS) BUILD BASE OF CONTACTS FOR FUTURE PROGRAMS.

Results Expected: REPORT ON FINDINGS.

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: SOLO TRADE MISSION TO PIGGYBACK TRADE SHOWS AND MEET WITH BUYERS FROM MAJOR END USERS.

Results Expected: SEE AND MEET COMPETITION FOR JUDGEMENT, MAKE CONTACT FOR DIRECT SALES TO FIVE NEW END USERS.

Activity: AMERICAN SOCIETY FOR MICROBIOLOGY, MIAMI TRADE SHOW, FEB. 1988 TO INTRODUCE NEW COMPANIES TO SOUTHEAST U. S. A.

Results Expected: IDENTIFY 50 NEW A&D REPS FOR COMPANIES. ACHIEVE \$800,000 IN EXPORT SALES. INSTIGATE ACTIVITY BELOW.