

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

30

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Limited Canadian capabilities

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTINUE TO BUILD "CONTACT" NETWORK BOTH CDN AND S.E. U.S.A.
Expected Results: GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO WIN, DIRECT SALES \$300,000

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ORGANIZE & IMPLEMENT FIVE PROMOTIONAL EVENTS TO EXPAND SALE
Expected Results: ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIREC SALES \$500,000 AND PROJECT ONE YEAR SALES OF \$1 MILLION

Activity: UNDERTAKE BRIEFINGS (WORKSHOPS) AT POST BETWEEN US END USER
expected Results: FIVE WORKSHOPS