

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

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:

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

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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: SUPPORT BOSTON FISH SHOW BY MAKING SURE PARTICIPANTS ARE MEETING GOOD BUYERS DURING SHOW.

Results Expected: PARTICIPANTS MEET GOOD BUYERS.

Activity: TRADE AND MARKET OVERVIEW MEETINGS WITH CANADIAN COMPANIES BASED IN NEW ENGLAND

Results Expected: UNDERSTANDING OF MARKETPLACE.

Activity: KEEP CLOSER CONTACT WITH NEW ENGLAND INDUSTRY AND TO MAKE SURE OTTAWA IS APPRAISED OF ANY MOOD CHANGES IN LOCAL INDUSTRY.

Results Expected: UP-TO-DATE UNDERSTANDING OF MARKETPLACE.