

## Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: DEVELOP LIST OF SOUTHEAST U.S.A. AND CANADIAN COMPANIES IN ROBOTIC AREAS TO PROMOTE A MISSION ON ROBOTS.

Results Expected: TO PROMOTE NEW COMMERCIAL ACTIVITY AND TECHNOLOGY TRANSFER. TO PLAN AN APPROPRIATE PROMOTIONAL EVENT.

Activity: INVESTIGATE 5 NEW INDUSTRIAL TRADE SHOWS TO REVIEW AND MONITOR FOR FUTURE CANADIAN ACTIVITY (ALL INDUSTRIAL SECTORS INCLUDED).

Results Expected: INCREASE CDN EXPORT TO REGION. REPORT NATURE OF COMPETITION. ESTABLISH CONTACTS FOR FUTURE ACTIVITY. COMPLETE STUDY ON INDUSTRIAL AUTOMATION OPPORTUNITIES.

Activity: VISIT TO MILLS TO INVESTIGATE INDUSTRY. VIEW OPERATIONS. MEET CONTACTS. JUDGE TECHNOLOGY.

Results Expected: IDENTIFY MAJOR END USERS AND PLAN AN APPROPRIATE PROMOTIONAL EVENT.

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: INDUSTRIAL TRADE SHOW IN CHARLOTTE, NORTH CAROLINA IN FEBRUARY 1988 "MANUFACTURING TECHNOLOGY". PIPP PARTICIPATION.

Results Expected: IDENTIFY 20 NEW A&D. ACHIEVE \$300,000 EXPORT SALES.