

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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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
- Lack of promotion and advertising
- Unsuitable product
- Limited Canadian capabilities

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

Activity: IDENTIFICATION OF MAJOR RETAILERS
Expected Results: 10% INCREASE IN SALES

Activity: IDENTIFICATION OF NEW AGENTS AND DISTRIBUTORS
Expected Results: 10% INCREASE IN SALES

Activity: LETTER OF INVITATION TO VISIT CDN EXH AT SUPER SHOW ATLANTA