

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
- Limited appreciation/understanding of distribution system
- Large investment required
- to meet military specifications

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

Activity: Complete calls on all military commands

Activity: MICOM Working Group follow-up

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: Suntech/Dec

Expected Results: Introduce 10 new Cdn. companies to market

Activity: Subcontractor Conference

Expected Results: Introduce 5 U.S. prime contractors to Cdn. capability

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

Activity: Establish Working Groups at 2 other major commands

Expected Results: New DDSA proposals