

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- _____
- _____

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

Activity: Participation in N.E. Computer Show '90
Expected Results: Distribution agreements and increased exposure for Cdn Coys

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

Activity: Market education seminars
Expected Results: Identify distribution network

Activity: Investment Development Seminars
Expected Results: Identify joint venture partners

Activity: Work with Boston Computer Society to have Cdn coys demo products
Expected Results: Demos by 4 Cdn companies

Activity: Work with Massachusetts Office of International Trade to identify joint venture opportunities
Expected Results: 2 joint venture agreements