

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

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 is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INTRODUCE IMPORTANT CO./PROV. GOV'T FROM MARITIME INTO MKT.
Expected Results: ENHANCE EXPORT OF FISH AND SHELLFISH TO PR, FL AND GA
MARKETS