

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries

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:

- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- 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

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: CONTACT CDN MFTRS. OF ELECTRONIC COMPONENTS WITH THE NAMES OF N.E. FIRMS PURCHASING ELECTRONIC COMPONENTS ALONG WITH THE BUYING CONTACTS AT EACH FACILITY.

Results Expected: THE INFO. SUPPLIED WILL INCREASE CDN PARTICIPATION IN SOURCING SELECTION OF NE FIRMS. ALSO INDICATED TO CAN. FIRMS THE IMPORTANCE OF LOCAL REP.-EXPANDING THE MARKET BASE.

Activity: INVITED CDN FIRMS TO VISIT SELECTED N.E. FIRMS REQUIRING THIS EXPERTISE. ADVISE THE CDN FIRMS OF THE CONTRACT AWARDS RECEIVED BY LOCAL FIRMS; HOW THEY CAN IMPACT UPON THIS INFORMATION.

Results Expected: AFFORD CAN. MFG. OPPORTUNITY TO MEET WITH VARIOUS BUYING GROUPS IN TERRITORY & OBTAIN FIRST HAND KNOWLEDGE ON COMPETITION. DEVELOP ONGOING BUSINESS RELATIONSHIP.

Activity: INVITED CDN SUPPLIERS TO HOLD A CATALOG SHOW AT THE CONSULATE. EXPECT AT LEAST SIX TO TEN FIRMS BE REPRESENTED. THE AIM IS TO SOLICIT LOCAL DISTRIBUTION OUTLETS, AGENTS & REPRESENTATIVES.

Results Expected: EXPAND THE CANADIAN BASE IN N.E. WITH FORMAL SALES AGREEMENTS BEING CONSUMMATED.