

## Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

COUNTRY: 577 UNITED STATES OF AMERICA

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:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- 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

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: IMPLEMENT A "REPRESENTATIVE LOCATOR PROGRAM" TO MATCH CANADIAN EXPORTERS WITH AGENTS AND DISTRIBUTORS.

Results Expected: 10 NEW AGENTS APPOINTED

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: 20 CANADIAN COMPANIES TO REQUEST EXPORT MARKETING ASSISTANCE WITH RESPECT TO TRADE SHOW PARTICIPATION AND TO APPOINT AGENTS/DISTRIBUTORS IN MIDWEST.

Results Expected: 2 NEW AGENTS TO BE APPOINTED.

Activity: 10 MIDWEST COMPANIES TO BE ASSISTED WITH SOURCING AGENTS

Results Expected: 10 SOURCING REQUESTS TO BE ACTIONED WITH A BUYING CONNECTION ESTABLISHED.

Activity: REPORT ON ADVANCED MANUFACTURING SYSTEMS SHOW 19-21 JULY 88 TO BE DISTRIBUTED TO DRIE REGIONAL OFFICES.

Results Expected: GENERATE 5 SOURCING LEADS FOR ELECTRONIC COMPONENTS FOR ACTION AND FOLLOW-UP BY CANADIAN EXPORTERS.