

Export and Investment Promotion Planning System

MISSION: 603 CLEVELAND

COUNTRY: 577 UNITED STATES OF AMERICA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: RENOVATION OF 35-45 OLD TROLLEY CARS

Approximate Value: \$ 1 M

Financing Source: 012 DOM 028 TO/DETER

For further info. please contact:

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

- the degree of import duty protection of local industry tends to be low

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

- other factor(s) described by the Trade Office as follows:
PROTECTIONIST ATTITUDE IN USA DOES AFFECT SOME SUB-SECTORS (DOES NOT APPLY TO AUTOMOTIVE INDUSTRY).

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
- participation in trade fairs
- participation in trade missions
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

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: BUYER PROCUREMENT SEMINARS FOR SPECIFIC MAJOR U.S. CORP. AND INDUSTRIES. PREPARATION OF CDN CAPABILITY GUIDE TO MATCH SPECIFIC COMPANY AND INDUSTRY NEEDS TO BE DEVELOPED IN COOPERATION WITH DRIE.

Results Expected: INCREASED PURCHASING ACTIVITY DIRECTED TO SPECIFIC CDN COMPANIES LISTED IN THE POST/DRIE DEVELOPED CAPABILITY GUIDE.