

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
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- 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

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

Activity: CONTINUED FOLLOW UP WITH PARTICIPANTS IN POST INITIATED AEROSPACE SEMINAR HELD IN ST. LOUIS IN DECEMBER 1985.

Results Expected: 3 INCREMENTAL BUYING CONNECTIONS/ \$5 MILLION

Activity: PARTICIPATE ACTIVELY IN DEA/AVSCOM DDSP JOINT WORKING GROUP

Results Expected: TO IDENTIFY AND SECURE \$25 MILLION IN NEW DDSP PROJECTS OVER 5 YEARS.

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: DEVELOP DEFENSE INDUSTRIAL PROCUREMENT LIST TO INCLUDE SUBCONTRACTOR SOURCING REQUIREMENTS IN ST. LOUIS AREA.

Results Expected: TO ESTABLISH 5 BUYING CONNECTIONS LEADING TO \$5 MILLION PER YEAR.

Activity: TO ORGANIZE AN INCOMING AVSCOM SURVEY MISSION TO TORONTO, MONTREAL MAY 1988.

Results Expected: TO ESTABLISH 3 NEW BUYING CONNECTIONS.

Activity: TO ORGANIZE COMPETITION ADVOCATES SEMINARS/INCOMING FEBRUARY '89; OUTGOING SEPTEMBER '88.

Results Expected: TO INCREASE BUYER AWARENESS