

19/12/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- _____
- _____

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: Ongoing follow-up to participation in 2 recreational marine shows
Expected Results: Additional export sales

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: Miami International Sailboat Show
Expected Results: Introduce 10 new companies

Activity: American Marine Trades Expo
Expected Results: Introduce 10 new companies

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: Arrange meetings between Cdn producers and local brokers, distributors, sales reps
Expected Results: Develop new contacts, enhance existing ones

Activity: Survey Ft. Lauderdale Int'l. Boat Show
Expected Results: Determine whether suitable for Cdn. participation