

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
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- 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 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: MARKET GUIDE PROVIDING DISTRIBUTION CHANNELS, AGENTS & DISTRIBUTORS WAS RESEARCHED. DOCUMENTATION IS STILL CURRENT AND GUIDE SHOULD BE COMPLETED.

Results Expected: TEN CANADIAN COMPANIES TO APPOINT NEW AGENTS AND DISTRIBUTORS. \$300,000 NEW BUSINESS INFLUENCED.

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: SEND BUYERS TO TORONTO BOAT SHOW

Results Expected: FIVE CANADIAN COMPANIES TO MAKE SALES AGGREGATING \$300,000 NEW BUSINESS.