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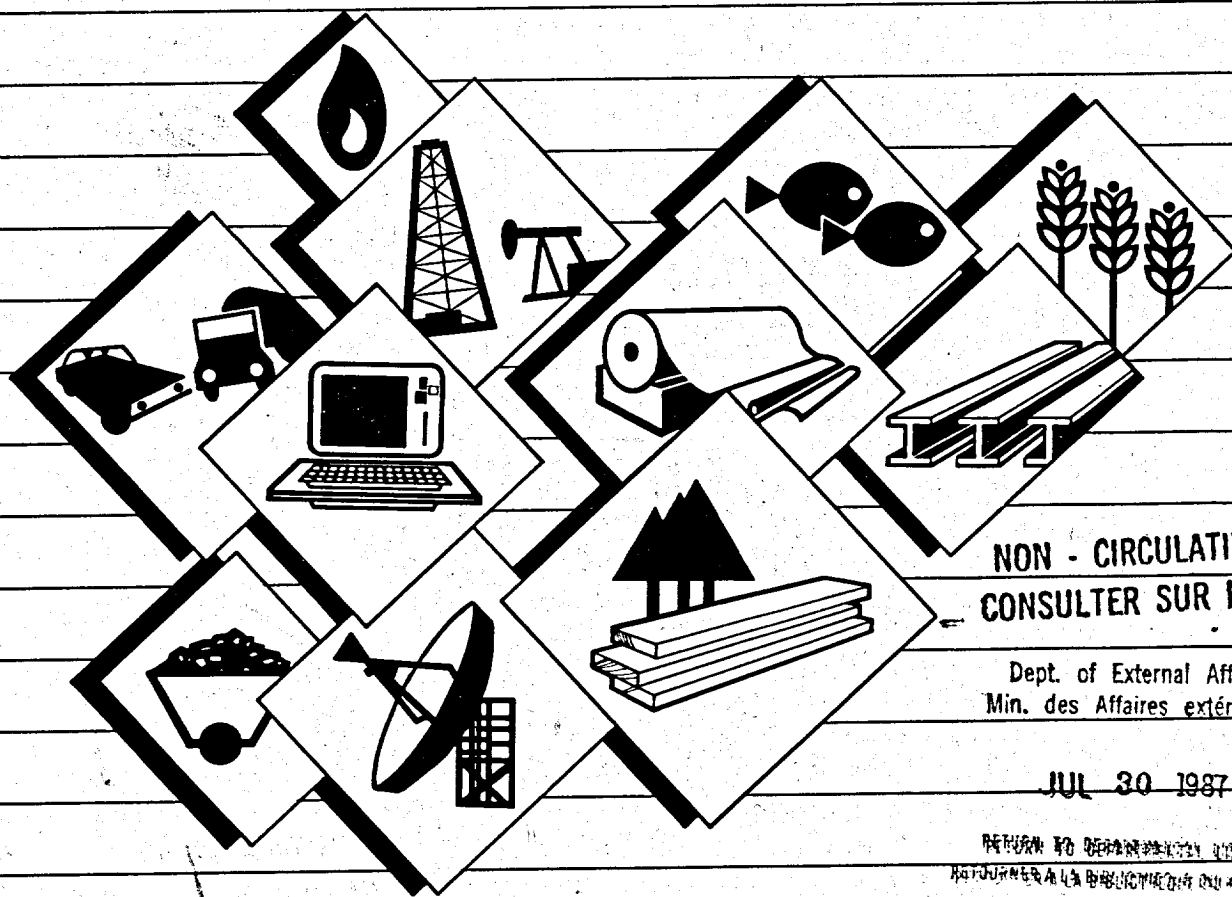
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GEOGRAPHICAL SYNOPSIS

UNITED STATES

1987-88 EXPORT AND INVESTMENT PROMOTION OPERATIONAL PLAN



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Dept. of External Affairs
Min. des Affaires extérieures

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MARCH 1987

GEOGRAPHIC SYNOPSIS OF
EXPORT PROMOTION PROGRAM PLANS
OF CANADIAN MISSIONS ABROAD
FY 1987/88

FOREWORD

This report contains a summary of the highlights of the proposed work plans of the export and investment promotion program of Canadian diplomatic missions worldwide for fiscal year 1987-1988 commencing April 1, 1987.

The format of this synopsis is designed to provide Canadians involved in the process of export and investment promotion the means to identify quickly the key components of the trade program of External Affairs missions and access conveniently those features of the plans which are pertinent to their specific interests.

This synopsis is organized geographically and is available for each of seven geographic regions:

Latin America and Caribbean
United States
Asia and Pacific
Western Europe
Eastern Europe
Africa
Middle East

The synopsis provides a trade and economic overview of each country in the region in which market prospects exist for Canadian exporters, a listing of sectorial priorities for each market, profiles of important or interesting sectors and promotional project proposals which post trade officials recommend in support of their program activities.

The emphasis in the synopsis has been placed on providing factual information in as brief a format as possible with minimal narrative.

The computerized planning system from which this report was produced was developed by the Department of External Affairs to facilitate the assembly of vast amounts of detailed information on world markets from some 100 missions abroad. It is programmed to make this information available to the private sector, the Provinces and other departments of government in a format which would enable specific data on sectors or geographic regions to be accessed conveniently.

In their Conference on the Economy held in Regina in 1985, First Ministers noted the major contribution made by the export sector to Canada's national income yet expressed concern at the decline of Canada's share of world exports. To meet this challenge, First Ministers endorsed the need to generate widespread support for a new trade strategy for Canada which would embody three principal elements:

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- a) to increase Canadian competitiveness;
- b) to maintain and increase access to foreign markets; and
- c) to achieve more effective international marketing.

It was recognized that these objectives can be met but only if a full and effective partnership of the federal and provincial governments, the private sector and labour can be achieved to ensure a more focussed and consistent approach to international marketing. Appropriate means of assembling and organizing information to suit specific needs is a foundation of the process of consultation from which consensus would be reached. To this end the current computerized planning system was conceived.

In addition to the geographic perspective of this report, information from the data bank is available in a variety of configurations, the most important of which are synopses of 17 sectors and a variety of market reports. Information from these reports can be obtained on request from the geographic or functional bureaux of the Department of External Affairs.

The purpose of this synopsis is to provide those engaged in the process of promoting exports from Canada the means to obtain condensed market data and information on export opportunities. It does not attempt to cover all aspects of foreign markets and by design avoids minutiae and detail. It is intended to highlight what, in the opinion of Canadian Trade Commissioners abroad, is important in their respective territories and what tactics they envisage would be most appropriate to exploit the market. Where markets or sectors in these synopses stimulate interest on the part of exporters, they are invited to seek out more detailed information and further background direct from the post, the geographic and functional bureaux of the Department of External Affairs or the Regional Offices of DRIE throughout Canada.

A last word on statistics. The statistical information contained in this synopsis is to be considered as an attempt on the part of Trade Commissioners abroad to estimate the order or magnitude of market size, market shares, and possible export potential. Users of this synopsis are cautioned that these figures are in many cases best guesses based on discussions with trade sources. In many markets, reliable published statistics are simply not available. However, in an attempt to provide exporters with notional ideas of market size, Trade Commissioners have been asked to do their best to give their considered impressions wherever possible. Therefore it is not intended that the statistical information should be used for purposes other than general guidance.

ADDENDUM

Changes in Canadian Representation Abroad

As part of the Government's program of public service restraint to reduce costs, a decision was made to close seven missions abroad since the data contained in this report was compiled.

The affected missions are:

Quito, Ecuador
Helsinki, Finland
Abu Dhabi, United Arab Emirates
Hamburg, FRG
Marseille, France
Perth, Australia
Philadelphia, U.S.A.

The market plans for these missions (with the exception of Marseille which has not been required to prepare a plan) have been left intact for purposes of this report pending the redistribution of trade and investment responsibilities to neighbouring missions which is currently underway.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 List of missions/market covered in the following report

MISSIONS

BOSTON
CHICAGO
CLEVELAND
DALLAS
DETROIT
LOS ANGELES
NEW YORK, CONSULATE GENERAL
PHILADELPHIA
SAN FRANCISCO
SEATTLE
WASHINGTON
BUFFALO
MINNEAPOLIS
ATLANTA

WASHINGTON

MARKETS

UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
PUERTO RICO
UNITED STATES OF AMERICA
OFFICE OF LIAISON WITH THE IFIs

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 601 BOSTON

Country: 577 UNITED STATES OF AMERICA

THE NEW ENGLAND ECONOMY CONTINUED TO SHOW HEALTHY IF NOT SPECTACULAR GROWTH IN ECONOMIC ACTIVITY; EMPLOYMENT FOR THE REGION REMAINS AT RECORD HIGH LEVELS WITH GROWTH IN THE SERVICE SECTOR ABSORBING ANY SLACK OFFERED BY SLIGHTLY LOWER MANUFACTURING EMPLOYMENT LEVELS. PER CAPITA INCOME FOR NEW ENGLANDERS CONTINUES TO GROW AT AN ACCELERATED PACE AND THE OUTLOOK FOR THE MEDIUM TERM APPEARS VERY HEALTHY. CANADIAN ENERGY ALTERNATIVES ARE BECOMING THE FOCUS OF RENEWED INTEREST AS ADDITIONAL STUMBLING BLOCKS IMPEDE THE ADDITION OF LOCAL NUCLEAR POWER TO THE REGION'S GRID. ELECTRICITY SHORTFALLS IN THE ORDER OF 300 MW ARE ANTICIPATED BY THE MIDDLE OF THE NEXT DECADE AND CANADIAN ALTERNATIVES ARE BEING EXAMINED CLOSELY. NEW ENGLAND'S STRONG POSITIONS IN ELECTRONICS AND HIGH TECHNOLOGY HAVE FUELED RAPID ECONOMIC GROWTH AND HELD THE REGION IN THE FOREFRONT OF U.S. DEFENCE SPENDING. SEVERAL LARGE DEFENCE CONTRACTS HAVE BEEN AWARDED TO NEW ENGLAND COMPANIES AND SUBCONTRACT OPPORTUNITIES FOR CANADIAN FIRMS ARE GOOD. THE CANADA/ESD WORKING GROUP WITH THE USAF ELECTRONIC SYSTEMS DIVISION HAS BEEN REVITALIZED AND NEW DEVELOPMENT SHARING PROSPECTS FOR CANADIAN COMPANIES ARE ANTICIPATED. OFFICE AND RESIDENTIAL CONSTRUCTION IN NEW ENGLAND CONTINUES TO OUTSTRIP THE REST OF THE COUNTRY. DESPITE IMPORT MEASURES ON CANADIAN LUMBER AND CEMENT, THERE IS GOOD POTENTIAL FOR CANADIAN COMPANIES TO GROW IN THIS MARKET, TAKING ADVANTAGE OF TRENDS TO REMODELLING AND LOWER COST MULTIPLE DWELLINGS. CLOSELY ALLIED TO THE CONSTRUCTION GROWTH IS THE STRONG DEMAND FOR CONTRACT FURNITURE AND MORE RECENTLY FOR RESIDENTIAL FURNITURE. THIS GROWTH IS EXPECTED TO REMAIN STEADY FOR THE FORECAST PERIOD. DESPITE PROBLEMS IN FISHERIES RELATIONS WITH THE U.S., THE DEMAND FOR CANADIAN FISH HAS BEEN INSATIABLE AND CONSUMPTION IS AT RECORD LEVELS. ACTIVITY IN THE FORECAST YEAR WILL BE FOCUSED ON IMPROVING RELATIONS AND ASSISTING IMPORTERS WITH NEW DEMANDS FOR CANADIAN PRODUCT. RENEWED ATTENTION WILL BE PAID TO OTHER FOODSTUFFS WHERE THE MARKET FOR CANADIAN PRODUCTS HAS ATTRACTIVE GROWTH PROSPECTS.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 005 COMM. & INFORM. EQP. & SERV

REASONS: NEW ENGLAND IS AN AREA OF HIGH-TECH CONCENTRATION WITH MANY COMPUTER AND OTHER TECHNOLOGY COMPANIES HEADQUARTERED IN THE REGION.

2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: DEFENCE SPENDING IN THE REGION ACCOUNTS FOR SOME 7% OF THE AREA'S GNP & LOCATION OF MAJOR USA CONTRACTORS OFFERS SEVERAL SUBCONTRACTING OPPORTUNITIES. ELECT. SYST. COMMAND IS A MAJOR POTENTIAL CLIENT FOR CDN

3. 015 CONSTRUCTION INDUSTRY

REASONS: BUILDING BOOM IN THE REGION HAS MADE THE CONSTRUCTION EQUIPMENT AND PRODUCTS MARKET VERY STRONG. SALES OF LUMBER, GYPROCK, AND OTHER CONSTRUCTION MATERIALS HAVE GOOD LONG-TERM POTENTIAL.

4. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: STRONG ECONOMIC GROWTH, PARTICULARLY IN THE DEFENCE SECTOR, HAS LED TO SIGNIFICANT SUBCONTRACTING OPPORTUNITIES WITH LARGE CONTRACTORS SUCH AS GTE, TEXTRON, ETC.

5. 002 FISHERIES, SEA PRODUCTS & SERV.

REASONS: DESPITE RECENT PROBS. ASSCTD WITH COD COUNTERVEIL, BOSTON REMAINS PRIMARY U. S. "FISH MKT & WILL CONTINUE TO BE IMPORTANT CDN FISH IND. WITH SPECIAL RELEVANCE AS A BAROMETER TO TRENDS IN PRICES AND QUALITY.

6. 013 CONSUMER PRODUCTS

REASONS: PER CAPITA INCOME IS WELL ABOVE THE NATIONAL AVERAGE AND SPENDING ON SUCH THINGS AS FURNITURE IS STRONG. CONTRACT FURNITURE SALES CORRESPOND TO THE STRONG CONSTRUCTION MARKET.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 002 FISHERIES, SEA PRODUCTS & SERV.
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 016 INDUSTRIAL MACHIN, PLANTS, SERV.
5. 005 COMM. & INFORM. EQP. & SERV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3000.00M	\$ 2900.00M	\$ 2800.00M	\$ 1900.00M
Canadian Exports \$	249.60M	\$ 245.30M	\$ 242.20M	\$ 240.10M
Canadian Share of Import Market	8.32%	8.45%	8.65%	12.60%

Major Competing Countries

	Market Share
i) 052 ENGLAND	000 %
ii) 099 POLAND	000 %
iii) 112 FRANCE	000 %
iv) 237 ITALY	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) BISCUITS	\$ 0.00 M
ii) CONFECTIONERY	\$ 0.00 M
iii) CHEESE	\$ 0.00 M
iv) FROZEN BAKERY PRODUCTS	\$ 0.00 M

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

- there are import restrictions which can present significant problems
- 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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

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

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

Activity: CURRENTLY DISCUSSING WITH QUEBEC OFFICE FOR A JOINT EFFORT TARGETED AT BUYERS, DISTRIBUTION, AND BROKERS TO SUPPORT AND ASSIST NEW AND ESTABLISHED FOOD COMPANIES.

Results Expected: A BETTER AND MORE REPRESENTATIVE SELECTION OF FOOD COMPANIES IN PROMOTIONAL EVENTS.

Activity: WORKING WITH THE PROVINCE OF QUEBEC IN ASSISTING NEW COMPANIES IN A NEBS PROGRAM SCHEDULED FOR THE BURLINGTON AREA.

Results Expected: UP TO 30 NEW FOOD/BEVERAGE EXPORTERS WILL BE ENCOURAGED TO FOLLOW-UP AND EXPORT THEIR PRODUCTS TO THE TERRITORY.

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: STEP UP POST ACTIVITIES WITH PROVINCIAL GOVERNMENT & DRIE REGIONAL OFFICES AND THE PRIVATE SECTOR AND GENERATE A MORE INFORMED AWARENESS OF THE OPPORTUNITIES IN THE BOSTON TERRITORY.

Results Expected: ADDITIONAL \$650,000(US) AND 10 NEW AGENCIES FROM AT LEAST TWO FOOD PROMOTIONS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2700.00M	\$ 2800.00M	\$ 2700.00M	\$ 2600.00M
Canadian Exports \$	842.60M	\$ 841.20M	\$ 840.80M	\$ 787.80M
Canadian Share of Import Market	31.00%	30.00%	31.00%	30.00%

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 520 THAILAND	000 %
iii) 405 ICELAND	000 %
iv) 434 TAIWAN	000 %
v) 410 NORWAY	000 %
vi) 093 DENMARK	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) COD FILLETS	\$ 131.00 M
ii) BLOCK FISH	\$ 112.00 M
iii) LIVE LOBSTER	\$ 116.00 M
iv) FRESH FROZEN SCALLOP	\$ 81.00 M
v) FRESH FROZEN CRAB	\$ 61.00 M
vi) FLOUNDER FILET	\$ 53.00 M
vii) LOBSTER MEAT	\$ 44.00 M
viii) FRESH COD FILLET	\$ 45.00 M
ix) OCEAN PERCH	\$ 30.00 M

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

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:

- No factors reported by mission

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:

- 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 suggests that sourcing tools currently available to them have some limitations in particular:

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: SUPPORT BOSTON FISH SHOW BY MAKING SURE PARTICIPANTS ARE MEETING GOOD BUYERS DURING SHOW.

Results Expected: PARTICIPANTS MEET GOOD BUYERS.

Activity: TRADE AND MARKET OVERVIEW MEETINGS WITH CANADIAN COMPANIES BASED IN NEW ENGLAND

Results Expected: UNDERSTANDING OF MARKETPLACE.

Activity: KEEP CLOSER CONTACT WITH NEW ENGLAND INDUSTRY AND TO MAKE SURE OTTAWA IS APPRAISED OF ANY MOOD CHANGES IN LOCAL INDUSTRY.

Results Expected: UP-TO-DATE UNDERSTANDING OF MARKETPLACE.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	105.00M	\$ 100.00M	\$ 95.00M	\$ 90.00M
Canadian Exports \$	65.00M	\$ 63.00M	\$ 60.40M	\$ 63.00M
Canadian Share of Import Market	62.00%	63.00%	63.50%	70.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

099 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

- i) ELECTRONIC RESEARCH AND DEVELOPMENT
- ii) AIRCRAFT ENGINES AND SPARES
- iii) COMMUNICATIONS EQUIPMENT
- iv) SATELITE COMPONENTS AND EQUIPMENT

\$ 3.25 M

\$ 40.00 M

\$ 220.00 M

\$ 8.00 M

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

i) Project Name: SPACE DEFENCE INITIATIVE

Approximate Value: \$ 3 M

Financing Source: 012 DOM

For further info. please contact:

WENDELL SANFORD/CONGEN BOSTON (617)262-3760

ii) Project Name: AIR DEFENCE INITIATIVE

Approximate Value: \$ 2 M

Financing Source: 012 DOM

For further info. please contact:

WENDELL SANFORD/CONGEN BOSTON (617)262-3760

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

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: MSE RADIOS

Approximate Value: \$ 43 M

Financing Source: 012 DOM

For further info. please contact:

MARTIN ROBICHAUD/BOSTON CONGEN/(617)262-3760

iv) Project Name: MILITARY JET ENGINE PROJECT

Approximate Value: \$ 34 M

Financing Source: 012 DOM

For further info. please contact:

MARTIN ROBICHAUD/BOSTON CONGEN/(617)262-3760

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

- there are import restrictions which can present significant problems

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
 - 1) CONSTANT REQUIREMENT TO EDUCATE CDNS. REGARDING COMPLICATED MILITARY STRUCTURE & CDN. PROCEDURES TO OVERCOME IT.
 - 2) CONSTANT REQUIREMENT TO INFORM AMERICANS OF CDN. CAPABILITY.
 - 3) SECURITY CLEARANCES FOR PEOPLE AND PUBLICATIONS.

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 missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- 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: REVITALIZE CDA/ESD WORKING GROUP

Results Expected: ENHANCE R. & D. OPPORTUNITIES IN COMMUNICATIONS AND ELECTRONICS.

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

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: ADVISING CANADIAN COMPANIES OF CBD ACTIVITY IN REGION.

Results Expected: MORE BIDS FROM CANADIANS ON U.S. MILITARY CONTRACTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 056 ELECTRONIC COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	995.00M	\$ 950.00M	\$ 840.00M	\$ 721.00M
Canadian Exports \$	113.00M	\$ 91.00M	\$ 73.00M	\$ 68.00M
Canadian Share of Import Market	11.35%	9.58%	8.70%	9.43%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 265 JAPAN	010 %
iii) 112 FRANCE	008 %
iv) 434 TAIWAN	004 %
v) 051 UNITED KINGDOM	003 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

	Current Total Imports In Canadian \$
i) POWER SUPPLIES	\$ 40.10 M
ii) TRANSFORMERS	\$ 37.00 M
iii) MEMORY CIRCUITS	\$ 17.20 M
iv) RELAYS	\$ 16.40 M
v) DUPLEXES	\$ 15.60 M
vi) TUNERS	\$ 10.40 M
vii) COILS	\$ 9.00 M
viii) QUARTZ CRYSTALS	\$ 8.70 M

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

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

THE SUCCESS OF CDNS IN THE MARKETPLACE IS, AND WILL CONTINUE TO BE, DICTATED BY THE SOURCING EFFORTS OF LOCAL INDUSTRY RATHER THAN THE EFFECTIVE MARKETING STRATEGY(S) OF THE CANADIAN MANUFACTURERS.

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
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: EXPAND MARKET INTELLIGENCE OF NEW ENGLAND FIRMS PURCHASING THIS EXPERTISE ALONG WITH IDENTIFYING THE COMPETITION, BOTH DOMESTIC AND FOREIGN

Results Expected: EXPAND THE PARTICIPATION OF CANADIAN FIRMS IN THE NEW ENGLAND MARKET.

Activity: PUBLISH NEWS BULLETIN ON THE ELECTRONIC INDUSTRY, MAJOR PROGRAMS, CONTRACT AWARDED AND ORGANIZATIONS INVOLVED.

Results Expected: ABILITY TO TARGET THEIR EXACT MARKET NICHE, ABILITY TO DIRECT THE MKTG FUNCTION AT SPECIFIC ELECTRONIC FIRMS AND NOT THE INDUSTRY AS A WHOLE.

Activity: CONTACT LOCAL AGENTS AND MANUFACTURERS REPS. WITH LISTING OF CDN FIRMS LOOKING TO PENETRATE THE TERRITORY.

Results Expected: INCREASE THE NUMBER OF CDN FIRMS IN THE MARKETPLACE WITH QUALIFIED REPRESENTATION.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 006 ELECTRONICS EQUIP. & SERV

Subsector: 061 PRODUCTS & COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7210.00M	\$ 5169.00M	\$ 3537.00M	\$ 4218.00M
Canadian Exports \$	110.00M	\$ 101.20M	\$ 93.20M	\$ 82.10M
Canadian Share of Import Market	1.53%	1.96%	2.64%	1.95%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 265 JAPAN	000 %
iii) 112 FRANCE	000 %
iv) 051 UNITED KINGDOM	000 %
v) 268 KOREA	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

	Current Total Imports In Canadian \$
i) INTEGRATED CIRCUITS, DIGITAL	\$ 250.00 M
ii) INTEGRATED CIRCUITS, LINEAR	\$ 16.00 M
iii) DISCRETE SEMICONDUCTORS	\$ 10.10 M
iv) PRINTED CIRCUIT BOARDS	\$ 9.40 M
v) RESISTORS	\$ 9.00 M
vi) MICROPROCESSOR ICS	\$ 8.40 M
vii) CAPACITORS	\$ 8.10 M
viii) CONNECTORS	\$ 5.00 M
ix) SWITCHES	\$ 4.40 M
x) TRANSFORMERS	\$ 4.00 M

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

i) Project Name: U.S. ARMY'S NEW BATTLEFIELD
COMMUNICATIONS NETWORK

Approximate Value: \$ 4000 M

Financing Source: 012 DOM

For further info. please contact:

M. ROBICHAUD - (617) 262-3760 CDN CONSULATE.

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

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

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

- the apparent limited sectoral capability in Canada compared to other competing export countries

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:

- 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
- strong sectoral capability in Canada

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: CONTACT CDN MFTRS. OF ELECTRONIC COMPONENTS WITH THE NAMES OF N. E. FIRMS PURCHASING ELECTRONIC COMPONENTS ALONG WITH THE BUYING CONTACTS AT EACH FACILITY.

Results Expected: THE INFO. SUPPLIED WILL INCREASE CDN PARTICIPATION IN SOURCING SELECTION OF NE FIRMS. ALSO INDICATED TO CAN. FIRMS THE IMPORTANCE OF LOCAL REP. -EXPANDING THE MARKET BASE.

Activity: INVITED CDN FIRMS TO VISIT SELECTED N. E. FIRMS REQUIRING THIS EXPERTISE. ADVISE THE CDN FIRMS OF THE CONTRACT AWARDS RECEIVED BY LOCAL FIRMS; HOW THEY CAN IMPACT UPON THIS INFORMATION.

Results Expected: AFFORD CAN. MFG. OPPORTUNITY TO MEET WITH VARIOUS BUYING GROUPS IN TERRITORY & OBTAIN FIRST HAND KNOWLEDGE ON COMPETITION. DEVELOP ONGOING BUSINESS RELATIONSHIP.

Activity: INVITED CDN SUPPLIERS TO HOLD A CATALOG SHOW AT THE CONSULATE. EXPECT AT LEAST SIX TO TEN FIRMS BE REPRESENTED. THE AIM IS TO SOLICIT LOCAL DISTRIBUTION OUTLETS, AGENTS & REPRESENTATIVES.

Results Expected: EXPAND THE CANADIAN BASE IN N. E. WITH FORMAL SALES AGREEMENTS BEING CONSUMMATED.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 135 FURNITURE & APPLIANCES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	181.90M	\$ 173.20M	\$ 165.00M	\$ 157.00M
Canadian Exports \$	17.30M	\$ 15.90M	\$ 13.20M	\$ 11.00M
Canadian Share of Import Market	9.51%	9.18%	8.00%	7.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 093 DENMARK	015 %
iii) 434 TAIWAN	003 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) OFFICE DESKS	\$ 19.00 M
ii) UPHOLSTERED FURNITURE	\$ 26.00 M

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

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

- non competitive pricing
- the unsuitability of Canadian products for this market

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

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: KEEP MANUFACTURERS INFORMED ON BIDDING PROPOSALS FOR OFFICE FURNITURE.

Results Expected: NEW OPPORTUNITIES FOR CANADIAN MANUFACTURERS.

Activity: CONTACTING AGENTS AND DISTRIBUTORS WITH LISTING OF AVAILABLE CANADIAN LINES.

Results Expected: INCREASE CANADIAN PRESENCE IN THE MARKET UTILIZING AGENTS AND DISTRIBUTORS.

Activity: INFORM CANADIAN MANUFACTURERS OF NEW DESIGN TRENDS IN THE MARKET-PLACE FOR RESIDENTIAL FURNITURE.

Results Expected: CANADIAN MANUFACTURERS WILL BE ABLE TO BETTER ADAPT TO MARKET CONDITIONS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	92.00M	\$ 87.00M	\$ 85.00M	\$ 80.00M
Canadian Exports \$	72.00M	\$ 70.00M	\$ 68.50M	\$ 65.00M
Canadian Share of Import Market	78.20%	80.40%	80.50%	81.00%

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 577 UNITED STATES OF AMERICA	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

i) PRE-BUILT HOUSING	In Canadian \$
ii) DOORS AND WINDOWS	\$ 16.90 M
	\$ 3.50 M

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

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

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

NOT YET APPARENT WHETHER LUMBER DUTIES WILL AFFECT MARKET.

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

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
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments

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: PREPARE CATALOGUE SHOW PRE-BUILT HOUSING.

Results Expected: EXPOSE CANADIAN PRODUCERS TO U.S. MARKET.

Activity: PROMOTE BOSS SYSTEM TO CONSTRUCTION INDUSTRY.

Results Expected: EXPAND PENETRATION OF MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

Subsector: 161 MANUFACT & MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	312.00M	\$ 220.00M	\$ 205.00M	\$ 121.00M
Canadian Exports \$	53.10M	\$ 46.50M	\$ 46.80M	\$ 18.20M
Canadian Share of Import Market	17.00%	21.14%	22.83%	15.04%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 265 JAPAN	000 %
iii) 128 GERMANY WEST	000 %
iv) 112 FRANCE	000 %
v) 051 UNITED KINGDOM	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) LIFT TRUCKS, GAS	\$ 31.80 M
ii) LIFT TRUCKS, ELECTRIC	\$ 24.50 M
iii) LIFT TRUCKS, OPERATOR WALKING	\$ 16.30 M
iv) LIFT TRUCKS, OTHER	\$ 10.20 M
v) CONVEYOR SYSTEMS	\$ 8.30 M
vi) PALLETS	\$ 4.00 M

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

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

- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

THE COMPETITION IS AND WILL CONTINUE TO BE THE UNITED STATES HOLD ON THIS MARKET. GREATER MARKETING EFFORTS SHOULD BE DIRECTED TOWARD U.S. REPRESENTATIVES.

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

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:

- 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
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- the availability of competitive Canadian financing

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: CONTACT LOCAL DISTRIBUTION OUTLETS/MANUFACTURERS REPS. WITH LISTINGS OF CANADIAN FIRMS INVOLVED WITH MATERIAL HANDLING PRODUCTS. REQUEST FEEDBACK ON WILLINGNESS TO FORM AN ASSOCIATION WITH A CAN. MANUFACTURER.

Results Expected: INCREASE CDN EXPOSURE TO THE N. E. MARKET-PLACE. INVITE CDN MFTRS TO N. E. TO MEET WITH THESE DISTRIBUTION OUTLETS.

Activity: PRIVATE CANADIAN EXPERTISE DIRECTLY TO THE LUMBER OUTLETS IN N. E. ALONG WITH THE SUPPLIERS OF THE LUMBER PRODUCTS.

Results Expected: HOPE TO INCREASE DIRECT PURCHASE TO THE CANADIAN MANUFACTURER OF FORK LIFT TRUCKS.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 601 BOSTON		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
NORTHEAST FOOD SERVICE AND LODGING EXPO., BOSTON	BOSTON	0587
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS		
ANNUAL MIDWEST MANUFACTURED HOUSING RV SHOW	SOUTH BEND	0887
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
MICHIGAN BOAT SHOW, MT. CLEMENS	MT. CLEMENS	0987
MICHIGAN CITY BOAT SHOW	MICHIGAN CITY	1087
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS		
AMERICAN GAS SHOW	BOSTON	0088
N. E. CONSTRUCTION EXPO	BOSTON	0388
N. E. HOME SHOW	BOSTON	0288
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 601 BOSTON		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
SOLO FOOD SHOW	BOSTON	1089
SOLO FOOD SHOW	BOSTON	1088
FOOD SERVICE SHOW	BOSTON	0488
FOOD SERVICE SHOW	BOSTON	0489
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
024 MISSION INCOMING		
INCOMING U. S. MILITARY		0788
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
ELECTRO '88	BOSTON	0588

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 601 BOSTON		
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
ROBOTICS INDUSTRIES ASSOC.	DETROIT	0688
INFO BOOTH NEPCON	BOSTON	0688
INFO BOOTH SEMICON EAST	BOSTON	0988
024 MISSION INCOMING		
INCOMING BUYERS FROM HIGH-TECH		0589
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS		
SOCIETY OF AUTOMOTIVE ENGINEERS	DETROIT	0289
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
RESIDENTIAL FURNITURE SOLO SHOW	BOSTON	0688
024 MISSION INCOMING		
TORONTO BOAT SHOW BUYERS MISSION	TORONTO	0189
TORONTO BOAT SHOW BUYERS MISSION	TORONTO	0190
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS		
N. E. HOME SHOW	BOSTON	0289
N. E. CONSTRUCTION EXPOSITION	BOSTON	0389
INFO BOOTH AT AMERICA EAST	BOSTON	0190
INFO BOOTH AT AMERICA EAST	BOSTON	0189

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 602 CHICAGO

Country: 577 UNITED STATES OF AMERICA

RECENT ECONOMIC PERFORMANCE IN THE POST TERRITORY HAS BEEN SLIGHTLY BELOW THE NATL AVERAGE. MIDWEST STATES HAVE BEEN HEAVILY AFFECTED BY THE EROSION OF THE COMPETITIVENESS OF AMERICA'S TRADITIONAL INDUSTRIES. SOFTNESS IN THE AGRICULTURAL SECTOR HAS ALSO HAD AN IMPACT. LOWER INTEREST RATES, CONTINUED CONSUMER BUOYANCY, AND A STRONG HOUSING MKT HAVE KEPT THE CONSUMER SERVICES, RETAILING AND THE CONSTRUCTION TRADES BOUYANT. STATE GOVTS HAVE ASSIDUOUSLY AND SUCCESSFULLY PURSUED NEW INVESTMENT IN THE AUTOMOTIVE INDUSTRY, INCLUDING INVESTMENT FROM CDA. STRENGTH IN THE FINANCIAL SECTOR WAS REPRESENTED IN THE IMPROVED ASSET AND EQUITY RATIOS OF CHICAGO'S MAJOR BANKS. NEW PRODUCTS AND SERVICES WERE INTRODUCED IN THE CHICAGO FUTURES INDUSTRY ENHANCING THE CITY'S REPUTATION AS AN INTL FINANCIAL CENTRE. FROM THE CDN EXPORT PERSPECTIVE, THE CHICAGO POST TERRITORY REMAINS A HIGHLY ATTRACTIVE MKT. CHICAGO IS THE COUNTRY'S THIRD LARGEST MKT, AND TOGETHER WITH ST. LOUIS, MILWAUKEE AND KANSAS CITY, THE POST TERRITORY INCLUDES 4 OF THE COUNTRY'S TOP 17 METRO MKTS. THE DYNAMISM OF THE ELECTRONICS, SOFTWARE, RESEARCH AND DEVELOPMENT, PHARMACEUTICAL, ROBOTICS AN OTHER HIGH TECH INDUSTRIES IS SUBSTANTIAL, BOTH IN THE ABSOLUTE NUMBER OF JOBS GENERATED, AS WELL AS RELATIVE TO OTHER U.S. STATES. CORPORATE AND PUBLIC ATTITUDES TOWARDS CDNS AND CDN PRODUCTS & SERVICES REMAINS POSITIVE. THERE HAS BEEN NO LOCAL PROTECTIONIST BACKLASH AGAINST ANY CDN PRODUCTS. MEDIA COVERAGE ON RECENT TRADE RELATIONS DIFFICULTIES HAS BEEN POSITIVE AND SYMPATHETIC TO CDN VIEWS. PROCUREMENT & SPECIFYING OFFICIALS IN GOVT AGENCIES APPEAR WELL DISPOSED TO SERIOUSLY CONSIDERING CDN BIDS. MANY THE MIDWEST COS HAVE LIMITED TRADE OR INVESTMENT LINKS ABROAD. TOGETHER WITH COS WHO MAY BE RATIONALIZING THEIR NORTH AMERICAN AND/OR GLOBAL OPERATIONS, THESE COS REPRESENT SIGNIFICANT POTENTIAL FOR NEW INVESTMENT AND TECH. INFLOWS INTO CANADA. AS NORTH AMERICA'S MAJOR CORPORATE MEETING AND INDUSTRIAL EXHIBITION CENTRE, CHICAGO CONTINUES AS A MAJOR FOCAL POINT FOR CANADIAN INDUSTRIAL DEVELOPMENT ACTIVITY.

Export and Investment Promotion Planning System

REF: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 013 CONSUMER PRODUCTS

REASONS: LARGEST BUYING CAPACITY NATIONALLY FOR HARDWARE PRODUCTS CENTERED IN SEARS, ACE & TRU-VALUE. NEARLY EVERY MAJOR NTL CONSUMER SHOW OCCURS HERE IN APPAREL, US IMPORTS \$14 FOR EVERY \$1 IT EXPORTS.

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: FOOD PROD. & BEVERAGES ARE VIRTUALLY RECESSION-PROOF & WILL GROW SLOWLY BUT STEADILY OVER THE NEXT 10 YEARS. PROD THAT APPEAL TO THE DIET/FITNESS CONSCIOUS WILL SEE THE STRONGEST GROWTH.

3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: AUTO PARTS PROVIDE CDN COS WITH PRIVILIGED ACCESS TO GROWING MKT FOR OEM AND AFTERMARKET PROD. & COMPONENTS. EMPHASIS ON THE MAINTENANCE & DEV. OF URBAN TRANSIT SYST. CREATES ADD. OPPORTUNITIES FOR TRANS. SEC.

4. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: QUEBEC SUMMIT AND DOD COMPETITION ADVOCATE PROGRAMS ARE PROMOTING GREATER OPPORTUNITIES FOR CDN COS WITHIN THE DP/DPSA.

5. 005 COMM. & INFORM. EGP. & SERV

REASONS: OPPORTUNITIES IN OFFICE AUTOMATION ARE STRONG AS THESE TRY TO IMPROVE PRODUCTIVITY BY COMPUTERIZING. CDN PROD. SERV. ARE REGARDED AS EQUAL TO US PRODUCTS.

6. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: THE COMPONENTS PARTS OF THIS SECTOR PROVIDES THE ONLY REAL GROWTH POSSIBILITES AS COS TRY TO REDUCE COSTS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 011 OIL & GAS EQUIPMENT, SERVICES
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 012 PETROCHEM & CHEM PROD, EQP, SERV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 011 ANIMAL, POULTRY BREEDING STOCK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7900.00M	\$ 7800.00M	\$ 7954.00M	\$ 8145.00M
Canadian Exports \$	18.00M	\$ 16.00M	\$ 13.00M	\$ 10.00M
Canadian Share of Import Market	0.22%	0.20%	0.16%	0.12%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

99 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

30-60 \$M

Current status of Canadian exports:

Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

i) DAIRY BREEDING STOCK

In Canadian \$

ii) HOGS

\$ 4.00 M

\$ 3.00 M

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

- there are import restrictions which can present significant problems
- approval of technical standards can present problems in the case of some imported products

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

- non-tariff protectionist measures which are difficult to overcome

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

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

COUNTRY: 577 UNITED STATES OF AMERICA

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: DETERMINE POTENTIAL FOR LIVESTOCK BREEDING STOCK AND PREPARE
REPORT OUTLINING POTENTIAL.

Results Expected: \$500,00 IN NEW SALES FIRST YEAR

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 37200.00M	\$33800.00M	\$31100.00M	\$30000.00M
Canadian Exports	\$ 220.90M	\$ 212.00M	\$ 209.10M	\$ 217.60M
Canadian Share of Import Market	0.60%	0.60%	0.70%	0.70%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

%

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

- i) COVENIENCE FOODS
- ii) HEALTH FOODS
- iii) DELI FOODS
- iv) ETHNIC FOODS
- v) WINE COOLERS

\$	0.00 M
\$	0.00 M
\$	0.00 M
\$	0.00 M
\$	0.00 M

The Trade Office reports that the following factors influence Canadian
export performance in this market for this sector (sub-sector).In the Trade Office's opinion, Canadian export performance in this sector
(sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by
some Canadian companies

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

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: ONE ON ONE MEETINGS WITH INSTITUTIONAL FOOD DISTRIBUTORS, BROKERS RETAILERS AND FOOD ASSOCIATIONS IN ST. LOUIS, KANSAS CITY AND MILWAUKEE. RE: BUYING OPERATIONS AND PRODUCT OPPORTUNITIES.

Results Expected: DEVELOPMENT OF MINI-MARKET REPORT.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 016 AGRICULTURE MACH, EQUIP, TOOLS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7505.00M	\$ 7148.00M	\$ 6808.00M	\$11328.00M
Canadian Exports \$	117.00M	\$ 112.00M	\$ 107.00M	\$ 657.00M
Canadian Share of Import Market	1.60%	1.60%	1.60%	5.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	79 %
ii) 265 JAPAN	%
iii) 237 ITALY	%
iv) 112 FRANCE	%

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are
good market prospects

Current Total Imports In Canadian \$	
i) LIVESTOCK EQUIPMENT	\$ 32.00 M
ii) SOIL PREPARATION	\$ 10.00 M
iii) HAYING AND HARVESTING	\$ 10.00 M

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

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

- No factors reported by mission

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: UNDERTAKE A POST PRODUCED LIVESTOCK EQUIPMENT MARKET.

Results Expected: \$4 MILLION IN NEW BUSINESS OVER 2 YEARS.

Activity: ESTABLISH CONTACT WITH QUEBEC, B.C. AND MARITIME FARM EQUIPMENT ASSOCIATIONS TO PLUG THEM INTO OUR INFO SYSTEMS AND COORDINATE MARKETING SEMINARS IN CANADA.

Results Expected: \$2 MILLION IN NEW BUSINESS OVER 2 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: MARKETING SEMINARS ACROSS CANADA AS FOLLOW-UP TO LIVESTOCK EQUIPMENT MARKET STUDY

Results Expected: \$4MILLION IN NEW BUSINESS OVER 2 YEARS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 022 PROCESSED FISH & SHELLFISH

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	5700.00M	\$ 6000.00M	\$ 6300.00M	\$ 5900.00M
Canadian Exports \$	23.00M	\$ 23.00M	\$ 22.10M	\$ 22.40M
Canadian Share of Import Market	0.40%	0.38%	0.35%	0.38%

Major Competing Countries

Market Share

i) 410 NORWAY	%
ii) 265 JAPAN	%
iii) 370 NEW ZEALAND	%
iv) 078 ECUADOR	%
v) 577 UNITED STATES OF AMERICA	%

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) APPETIZERS - FINGERFOODS	\$ 0.00 M
ii) FISH ENTREES	\$ 0.00 M

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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by
some Canadian companies
- other factor(s) described by the Trade Office as follows:

MARKETING/PROMOTIONAL/EDUCATION OF CDN FISH AT RETAIL LEVEL IS
ALMOST NON-EXISTENT HERE.

STATISTICS SHOW CHICAGO HAS THE 6TH LARGEST CAPITA PER
CONSUMPTION.

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

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: ONE ON ONE INTERVIEWS WITH DECISION MAKERS AT RETAIL AND INSTITUTIONAL COMPANIES IN POST TERRITORY OTHER THAN CHICAGO AREA

Results Expected: DETERMINE LOCAL TRENDS AND ASSESS FUTURE OPPORTUNITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 041 AEROSPACE & MARINE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1000.00M	\$ 1000.00M	\$ 850.00M	\$ 900.00M
Canadian Exports \$	85.00M	\$ 65.00M	\$ 55.00M	\$ 65.00M
Canadian Share of Import Market	8.50%	6.50%	6.47%	7.22%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	85 %
ii) 609 EUROPEAN COMMON MARKET C	10 %
iii) 232 ISRAEL	3 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

i) PROPULSION	In Canadian \$
ii) AEROMECHANICS	\$ 312.00 M
iii) STRUCTURES	\$ 215.00 M
iv) MAINTENANCE	\$ 177.00 M
	\$ 125.00 M

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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
SMALL BUSINESS SET-ASIDES AND SINGLE SOURCE PROCUREMENTS.

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
- competitive export pricing for this market
- 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: FOLLOW-UP WITH AVSCOM/TROSCOM PARTICIPANTS AT US/CANADA AEROSPACE SEMINAR HELD IN ST. LOUIS, DECEMBER 1985 AND AVSCOM INCOMING MISSION.

Results Expected: \$10M ADDITIONAL EXPORTS PER YEAR.

Activity: PARTICIPATE IN JOINT US/CDA WORKING GROUP TO BE ESTABLISHED TO EXPLORE AVSCOM DDSP OPPORTUNITIES AND INITIATE R&D PROJECTS.

Results Expected: \$25M DDSP PROJECTS OVER 5 YEARS.

Activity: DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN MANUFACTURERS OF COMPONENTS, PARTICULARLY IN ST. LOUIS AREA. (SEE ALSO TRANSPORTATION SECTOR.)

Results Expected: \$10M ADDITIONAL EXPORTS PER YEAR.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 042 ARMAMENTS & VEHICLES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	800.00M	\$ 800.00M	\$ 750.00M	\$ 750.00M
Canadian Exports \$	70.00M	\$ 65.00M	\$ 62.00M	\$ 60.00M
Canadian Share of Import Market	8.75%	8.13%	8.27%	8.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	90 %
ii) 609 EUROPEAN COMMON MARKET C	8 %
iii) 232 ISRAEL	1 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

- i) COMPONENTS OF WEAPON SYSTEMS
- ii) AMMUNITION

In Canadian \$
\$ 600.00 M
\$ 180.00 M

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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
SMALL BUSINESS SET-ASIDES AND SINGLE SOURCE PROCUREMENTS.

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- 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: DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN MANUFACTURERS OF COMPONENTS. (SEE TRANSPORTATION SECTOR.)

Results Expected: \$5M ADDITIONAL EXPORTS PER YEAR.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL & ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	750.00M	\$ 750.00M	\$ 650.00M	\$ 600.00M
Canadian Exports \$	30.00M	\$ 25.00M	\$ 22.00M	\$ 24.00M
Canadian Share of Import Market	4.00%	3.33%	3.38%	4.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	90 %
ii) 265 JAPAN	7 %
iii) 609 EUROPEAN COMMON MARKET C	2 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$
\$ 600.00 M

i) COMPONENTS

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 high

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

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
SMALL BUSINESS SET-ASIDES AND SINGLE SOURCE PROCUREMENTS.

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
- competitive export pricing for this market
- 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: DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN MANUFACTURERS OF COMPONENTS.

Results Expected: \$5M ADDITIONAL EXPORTS PER YEAR.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 044 OTHER DEFENSE PROD & SERV.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	120.00M	\$ 110.00M	\$ 100.00M	\$ 100.00M
Canadian Exports \$	50.00M	\$ 45.00M	\$ 40.00M	\$ 42.00M
Canadian Share of Import Market	41.67%	40.91%	40.00%	42.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	95 %
ii) 609 EUROPEAN COMMON MARKET C	3 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

i) DEFENSIVE CHEMICAL EQUIPMENT	In Canadian \$
ii) COLD WEATHER CLOTHING	\$ 65.00 M
iii) SECURITY PRODUCTS	\$ 20.00 M
	\$ 10.00 M

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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
SMALL BUSINESS SET-ASIDES AND SINGLE SOURCE PROCUREMENTS.

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- 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: EXPLORE DDSP OPPORTUNITIES, IN PARTICULAR DEFENSIVE CHEMICAL EQUIPMENT AND SECURITY PRODUCTS.

Results Expected: INITIALLY MODEST, BUT BETTER THAN NOTHING AS NOW.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	950.00M	\$ 892.00M	\$ 850.00M	\$ 800.00M
Canadian Exports \$	109.00M	\$ 102.00M	\$ 95.00M	\$ 90.00M
Canadian Share of Import Market	11.47%	11.44%	11.18%	11.25%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	50 %
ii) 265 JAPAN	20 %
iii) 268 KOREA	5 %
iv) 434 TAIWAN	5 %
v) 467 SINGAPORE	5 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) COMPUTERS	\$ 80.00 M
ii) SOFTWARE	\$ 12.00 M
iii) PERIPHERALS	\$ 10.00 M

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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

IN CASE OF SOFTWARE, THIS IS A COMPETITIVE MARKET WHERE PRICING IS KEY. PROXIMITY AND SIMILARITY OF PRODUCTS MAKES THIS AN EXCELLENT MARKET FOR CANADIAN EXPORTERS.

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 FEMD program
- participation in trade fairs
- competitive export pricing for this market

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: PREPARE MARKET GUIDE FOR CDN SOFTWARE EXPORTERS THAT WILL INCLUDE NAMES FOR POTENTIAL AGENTS DISTRIBUTION CHANNELS AND MAJOR TRADE SHOWS.

Results Expected: INCREMENTAL SOFTWARE SALES IN 86/87 EXPECTED TO BE \$1 MILLION.
5 NEW AGENTS APPOINTED
6 PROGRAMMED OUTCALLS

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 057 ROBOTICS & ARTIFICIAL INTELL.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	77.80M	\$ 65.50M	\$ 54.60M	\$ 40.90M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

- i) 577 UNITED STATES OF AMERICA
- ii) 265 JAPAN

65 %
30 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 0-1 \$M

Current status of Canadian exports: No Export results to date

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

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

- No factors reported by mission

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:

- No factors reported by mission

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO .

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: CATALOGUE ADVANCED MANUFACTURING TECHNOLOGY COMPANIES IN TERRITORY.

Results Expected: IDENTIFICATION OF POTENTIAL DIRECT INVESTMENT AND TECH TRANSFER LEADS.

Activity: UNDERTAKE DIRECT MAIL PROGRAM TO HI-TECH FIRMS TO SEEK OUT TECH TRANSFER AND DIRECT INVESTMENT OPPORTUNITIES.

Results Expected: 3 TECH TRANSFER AND 1 DIRECT INVESTMENT.

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: ANALYSIS MARKET DEMAND FOR ROBOTICS AND PREPARE REPORT FOR DISTRIBUTION TO CANADIAN COMPANIES

Results Expected: 8 NEW BUYING CONNECTIONS AND \$1 MIL. SALES IN 2 YEARS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 006 ELECTRONICS EQUIP. & SERV

Subsector: 061 PRODUCTS & COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1100.00M	\$ 1000.00M	\$ 900.00M	\$ 800.00M
Canadian Exports \$	182.00M	\$ 171.00M	\$ 160.00M	\$ 150.00M
Canadian Share of Import Market	16.55%	17.10%	17.78%	18.75%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	50 %
ii) 265 JAPAN	20 %
iii) 268 KOREA	5 %
iv) 434 TAIWAN	5 %
v) 467 SINGAPORE	5 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) TELECOMMUNICATIONS	\$ 70.00 M
ii) TRANSPORTATION ELECTRONICS	\$ 42.00 M
iii) INSTRUMENTATION	\$ 28.00 M
iv) SUB-ASSEMBLIES	\$ 21.00 M
v) MICROELECTRONICS	\$ 70.00 M

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

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

COUNTRY: 577 UNITED STATES OF AMERICA

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
EXCELLENT MARKET POTENTIAL FOR A WIDE VARIETY OF SOPHISTICATED SYSTEMS AND COMPONENTS THAT ARE USED FOR POLLUTION DETECTION, PROCESS CONTROL, SATELLITE COMMUNICATIONS AND INDUSTRIAL AND PUBLIC SERVICE APPLICATIONS.

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
- 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: PREPARE MARKET GUIDE FOR CANADIAN EXPORTERS.

Results Expected: 5 NEW AGENTS APPOINTED
\$1 MILLION BUSINESS INFLUENCED
6 PROGRAMMED OUTCALLS

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: REPRESENTATIVE LOCATOR PROGRAM TO MATCH CANADIAN EXPORTERS WITH AGENTS AND DISTRIBUTORS.

Results Expected: 10 NEW AGENTS APPOINTED.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	6800.00M	\$ 6850.00M	\$ 6800.00M	\$ 6700.00M
Canadian Exports \$	1505.00M	\$ 1505.00M	\$ 1502.00M	\$ 1503.00M
Canadian Share of Import Market	22.13%	21.97%	22.09%	22.43%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	73 %
ii) 265 JAPAN	13 %
iii) 434 TAIWAN	4 %
iv) 268 KOREA	3 %
v) 128 GERMANY WEST	2 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PARTS AND ACCESSORIES	\$ 2500.00 M
ii) ENGINES AND PARTS	\$ 1500.00 M
iii) TRUCK TRACTORS AND CHASSIS	\$ 1000.00 M

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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- 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: CONTINUE TO DEVELOP KEY CONTACTS IN AFTERMARKET DISTRIBUTION NETWORK AND ENCOURAGE THEM TO DEAL WITH CANADIAN FIRMS.

Results Expected: 15 NEW AGENTS OR REPS FOR CANADIAN COMPANIES.

Activity: ENCOURAGE US COMPANIES TO INCREASE THEIR AFTERMARKET PROCUREMENT FROM CANADA AND ADD NEW CANDIAN LINES.

Results Expected: \$5M NEW BUSINESS PER YEAR.

Activity: IDENTIFY PURCHASING DECISION MAKERS IN NEW DIAMOND-STAR MOTORS CORP. AND ENCOURAGE THEM TO DEAL WITH CANADIAN SUPPLIERS.

Results Expected: \$5M TO \$10M NEW BUSINESS ANNUALLY

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 082 URBAN TRANSIT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	250.00M	\$ 50.00M	\$ 180.00M	\$ 150.00M
Canadian Exports \$	35.00M	\$ 2.00M	\$ 2.00M	\$ 50.00M
Canadian Share of Import Market	14.00%	4.00%	1.10%	30.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	50 %
ii) 112 FRANCE	30 %
iii) 237 ITALY	10 %
iv) 265 JAPAN	5 %
v) 128 GERMANY WEST	5 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

Current status of Canadian exports:

Products/services for which there are
good market prospects

Current Total Imports

i) LIGHT RAIL	In Canadian \$
ii) BUSES	\$ 0.00 M
iii) MISC. PRODUCTS	\$ 0.00 M
	\$ 3.00 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high

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

- non-tariff protectionist measures which are difficult to overcome

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 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 availability of competitive Canadian financing

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

Activity: PREPARE MARKET REPORT ON URBAN TRANSIT MARKET FOCUSING ON NON-VEHICLE PROCUREMENT

Results Expected: \$2 MIL. NEW BUSINESS OVER 2 YEARS.

Activity: MONITOR AND PREPARE STATUS REPORTS ON LIGHT RAIL PROJECTS IN ST. LOUIS AND MILWAUKEE.

Results Expected: \$35 MIL. SALE IN 3 YEARS.

Activity: MONITOR CHICAGO TRANSIT AUTHORITY PLANNED PROCUREMENT OF HEAVY RAIL CARS AND KEEP UTDC AND BOMBARDIER APPRISED.

Results Expected: \$100 MIL. SALE OPPORTUNITY NEXT 2 YEARS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 083 MARINE INDUSTRIES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	85.00M	\$ 75.00M	\$ 70.00M	\$ 65.00M
Canadian Exports \$	17.00M	\$ 14.00M	\$ 12.00M	\$ 10.00M
Canadian Share of Import Market	20.00%	18.67%	17.14%	15.38%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	70 %
ii) 620 EUROPE	10 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) POWERBOATS	\$ 5.00 M
ii) SAILBOATS	\$ 5.00 M
iii) ACCESSORIES	\$ 4.00 M

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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
CDN EXPORTERS HAVE BEEN SUCCESSFUL IN THE MKT IN THE PAST. TO BE SUCCESSFUL AN EXPORTER MUST HAVE A GOOD QUALITY PROD., GOOD AGENT AND A MKTG. STRATEGY WHICH INVOLVES PARTICIPATION IN TRADE SHOWS SUCH AS THE INT'L. MARINE TRADE EXPOSITION (IMTEC).

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: MARKET GUIDE OUTLINING DISTRIBUTION CHANNELS, AGENTS AND DISTRIBUTORS FOR CANADIAN EXPORTERS.

Results Expected: 10 CDN. COS TO APPOINT NEW AGENTS AND DISTRIBUTORS.
\$300,000 NEW BUSINESS INFLUENCED.
6 PROGRAMMED OUTCALLS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1000.00M	\$ 1000.00M	\$ 1000.00M	\$ 1000.00M
Canadian Exports \$	72.00M	\$ 70.00M	\$ 68.00M	\$ 58.00M
Canadian Share of Import Market	7.20%	7.00%	6.80%	6.10%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	85 %
ii) 609 EUROPEAN COMMON MARKET C	12 %
iii) 047 BRAZIL	2 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports In Canadian \$	
i) ENGINES AND PARTS	\$ 475.00 M
ii) AIRCRAFT EQUIPMENT	\$ 350.00 M
iii) AIRCRAFT COMPONENTS	\$ 175.00 M

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:

- non competitive pricing

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 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
- strong sectoral capability in Canada

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

Activity: CONTINUE FOLLOW-UP THOSE US CO PARTICIPANTS AT US/CDN AEROSPACE SEMINAR HELD IN ST. LOUIS DECEMBER, 1985 OFFERING POSSIBLE FUTURE BUSINESS DEVELOPMENT OPPORTUNITIES.

Results Expected: 2M ADDITIONAL EXPORTS.

Activity: CONTINUE TO WORK WITH MAJOR PRIME CONTRACTS.

Results Expected: INCREASE CDN PROCUREMENT BOTH QUANTITATIVELY AND QUALITATIVELY.

Activity: CONCENTRATE EFFORT ON SECOND AND THIRD-TIER COMPANIES.

Results Expected: CONSIDER CDN SOURCES OF SUPPLY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3000.00M	\$ 2500.00M	\$ 1935.00M	\$ 1822.00M
Canadian Exports \$	300.00M	\$ 309.00M	\$ 193.00M	\$ 182.00M
Canadian Share of Import Market	10.00%	12.00%	10.00%	10.00%

Major Competing Countries

	Market Share
i) 577 UNITED STATES OF AMERICA	80 %
ii) 349 MEXICO	5 %
iii) 047 BRAZIL	5 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports In Canadian \$
\$ 450.00 M
\$ 66.00 M

i) SOFTWOOD

ii) MILLINGS & TURNINGS

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:

- high tariffs
- other factor(s) described by the Trade Office as follows:
CDN PRODUCERS NOT RESPONDING EFFECTIVELY TO CHANGES IN PRODUCT
AND PACKAGING DEMANDS.

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:

- 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 suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: LUMBER MARKETING SEMINAR.

Results Expected: 3 COMPANIES WILL DEVELOP AGGRESSIVE MKTG. PROGRAM.

Activity: GENERATE INTEREST IN COUNTERVAIL CASE AND TRADE LEGISLATION AND SUPPORT OF CANADIAN POSITION. (SEE POST ECONOMIC PROGRAM)

Results Expected: 15 COYS/PEOPLE WILL WRITE TO CONG OR ITC TO SUPPORT CDN. POSITION.

Activity: MARKET ANALYSIS OF TRANSPORTATION ISSUES.

Results Expected: 3 EXPORTERS WILL NEGOTIATE CHEAPER FREIGHT RATES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 010 MINE, METAL, MINERAL PROD & SRV

Subsector: 104 METALS, PRIMARY & FABRICATED

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3409.00M	\$ 3219.00M	\$ 3040.00M	\$ 2685.00M
Canadian Exports \$	87.00M	\$ 81.00M	\$ 77.00M	\$ 166.00M
Canadian Share of Import Market	2.60%	2.50%	2.50%	6.20%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	87 %
ii) 265 JAPAN	%
iii) 128 GERMANY WEST	%
iv) 051 UNITED KINGDOM	%
v) 349 MEXICO	%

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

\$ 9.00 M

\$ 6.00 M

\$ 20.00 M

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

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

- No factors reported by mission

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
- 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 existence of a bilateral economic/trade arrangement between Canada and this country

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: REP LOCATOR PROGRAM.

Results Expected: APPOINT 20 NEW AGENCIES.

Activity: VISIT 10 MAJOR PURCHASERS OF INDUSTRIAL COMPONENTS WITH VIEW TO MAKING AT LEAST 2 FORMAL PRESENTATIONS ON SOURCING FROM CANADA.

Results Expected: \$1 MILLION NEW BUSINESS WITHIN 1 YEAR.

Activity: U. S. BUYER/CANADIAN VENDOR DATING SESSIONS IN CANADA.

Results Expected: \$2 MILLION BUSINESS WITHIN 1 YEAR.

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: DELINEATE SUBCONTRACTING OPPORTUNITIES AMONG SECOND AND THIRD TIER DOD SUPPLIERS.

Results Expected: 15 NEW BUYING CONNECTIONS AND \$3 MILLION IN NEW BUSINESS OVER NEXT 2 YEARS.

Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

COUNTRY: 577 UNITED STATES OF AMERICA

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: UPDATE WISCONSIN INDUSTRIAL PROCUREMENT. LIST AND DEVELOP SOME INFO ON ILLINOIS AND MISSOURI.

Results Expected: INCREASED MARKET PENETRATION RESULTING IN \$2 MIL. NEW SALES OVER 2 YEARS.

Activity: SURVEY OF MAJOR MACHINE SHOPS TO DETERMINE MARKET POTENTIAL FOR CANADIAN COMPONENT MANUFACTURERS.

Results Expected: IDENTIFICATION OF NEW MARKET SEGMENT LEADING TO \$1 MIL. IN NEW EXPORT SALES WITHIN 2 YEARS

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 131 APPAREL (CLOTH, FUR, SHOES) TEXT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7100.00M	\$ 7100.00M	\$ 7000.00M	\$ 6900.00M
Canadian Exports \$	55.00M	\$ 50.00M	\$ 43.20M	\$ 28.90M
Canadian Share of Import Market	0.80%	0.70%	0.60%	0.40%

Major Competing Countries

Market Share

i) 434 TAIWAN	%
ii) 189 HONG KONG	%
iii) 268 KOREA	%
iv) 192 PEOPLE'S REP OF CHINA	%
v) 431 PHILIPPINES	%

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

	Current Total Imports In Canadian \$
i) OUTERWEAR	\$ 0.00 M
ii) FURS	\$ 0.00 M
iii) LARGE SIZES	\$ 0.00 M

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 moderate

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

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs

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
- competitive export pricing for this market

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 134 LEISURE PROD. TOOLS HARDWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	850.00M	\$ 800.00M	\$ 750.00M	\$ 700.00M
Canadian Exports \$	10.00M	\$ 9.66M	\$ 9.00M	\$ 8.80M
Canadian Share of Import Market	1.18%	1.21%	1.20%	1.26%

Major Competing Countries

	Market Share
i) 577 UNITED STATES OF AMERICA	60 %
ii) 434 TAIWAN	20 %
iii) 265 JAPAN	10 %
iv) 268 KOREA	5 %
v) 609 EUROPEAN COMMON MARKET C	5 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) TOYS, GAMES	\$ 1650.00 M
ii) SPORTING GOODS	\$ 770.00 M
iii) LAWN & GARDEN	\$ 47.00 M

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:
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
LACK OF AGGRESSIVENESS IN PURSUING OPPORTUNITIES.

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

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: DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HARDWARE PROD.

Results Expected: 7 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET

Activity: DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC SPORTING GOODS PRODUCTS.

Results Expected: 3 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET.

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 MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HOUSEWARES PRODUCTS.

Results Expected: 5 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 142 HOSP. & MEDICAL EQUIP, INSTRUM.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2600.00M	\$ 2500.00M	\$ 1700.00M	\$ 1700.00M
Canadian Exports \$	7.50M	\$ 7.50M	\$ 4.70M	\$ 3.50M
Canadian Share of Import Market	0.30%	0.30%	0.20%	0.20%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	28 %
ii) 265 JAPAN	23 %
iii) 051 UNITED KINGDOM	6 %
iv) 232 ISRAEL	6 %
v) 354 NETHERLANDS	5 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) PRODS THAT IMPROVE LABOR PRODVTY & OR REDUCE COSTS	\$ 0.00 M
ii) PROD. FOR FREE STANDING AMBULATORY CARE CENTERS	\$ 0.00 M
iii) PROD FOR HOME HEALTH CARE AGENCIES	\$ 0.00 M
iv) PROD FOR OUTPATIENT DIAGNOSTICS CENTERS	\$ 0.00 M

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

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:

THIS SECTOR IS EXTREMELY COMPETITIVE AND HAS EXPERIENCED A LACK LUSTER PERFORMANCE OF ANY SIGNIFICANT GROWTH OVER THE LAST 10 YEARS. NEVERTHELESS, WITH THE NEW HIGH TECH PROD, THE AVERAGE GROWTH IS EXPECTED TO BE 4.9% FROM 1986 - 1991

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
- competitive export pricing for this market

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: ONE ON ONE INTERVIEWS WITH REPS AND BUYERS IN ST. LOUIS, KANSAS CITY, MILWAUKEE AND CHICAGO.

Results Expected:

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

Subsector: 161 MANUFACT & MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3520.00M	\$ 3397.00M	\$ 3280.00M	\$ 3159.00M
Canadian Exports \$	228.00M	\$ 220.00M	\$ 213.00M	\$ 219.00M
Canadian Share of Import Market	6.50%	6.50%	6.50%	6.90%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	89 %
ii) 265 JAPAN	%
iii) 128 GERMANY WEST	%
iv) 051 UNITED KINGDOM	%
v) 349 MEXICO	%

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) MATERIAL HANDLING	\$ 30.00 M
ii) MINING	\$ 30.00 M
iii) METAL WORKING	\$ 20.00 M
iv) INDUSTRIAL MACHINERY	\$ 28.00 M

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

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

- No factors reported by mission

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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

Activity: DETERMINE POTENTIAL FOR POLLUTION CONTROL EQUIPMENT AND UNDERTAKE POST PRODUCED MARKET STUDY.

Results Expected: IDENTIFICATION OF NEW MARKET OPPORTUNITIES LEADING TO \$1 MIL. IN NEW BUSINESS WITHIN 2 YEARS.

Activity: UNDERTAKE TO PRODUCE DIRECTORY OF CANADIAN WATER POLLUTION CONTROL COMPANIES USING ADVERTISING SUPPLEMENT IN KEY TO WATER POLLUTION MAGAZINE.

Results Expected: BROAD PROMOTING OF CANADIAN SUPPLY CAPABILITIES LEADING TO NEW BUSINESS OPPORTUNITIES.

Activity: MAKE CALLS ON 10 PUBLIC AND PRIVATE SECTOR FIRMS TO DETERMINE WHAT THEY PURCHASE AND FROM WHOM, INCL. REP LOCATOR PROGRAM PURSUANT TO CHICAGO MATS HANDLING SHOW, FEB/87.

Results Expected: AT LEAST 3 NEW BUYER CONNECTIONS RESULTING IN \$1 MIL. IN NEW BUSINESS WITHIN 2 YEARS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

Subsector: 163 TOOLS & HARDWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	868.00M	\$ 881.00M	\$ 892.00M	\$ 790.00M
Canadian Exports \$	13.00M	\$ 13.20M	\$ 13.40M	\$ 11.90M
Canadian Share of Import Market	1.50%	1.50%	1.50%	1.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

97 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

30-60 \$M

Current status of Canadian exports:

Mature with little growth

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) TOOLS, DIES AND MOLDS

\$ 1.00 M

ii) SPECIALIZED TOOL

\$ 4.00 M

The Trade Office reports that the following factors influence Canadian
export performance in this market for this sector (sub-sector).In the Trade Office's opinion, Canadian export performance in this sector
(sub-sector) in this market is lower than optimum mainly because of:

- No factors reported by mission

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market

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DEPARTMENT OF EXTERNAL AFFAIRS

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Export and Investment Promotion Planning System

MISSION: 602 CHICAGO

COUNTRY: 577 UNITED STATES OF AMERICA

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: FOLLOW-UP PROGRAM TO DEPARTMENTAL SPONSORED TOOL, DIE AND MARKET STUDY.

Results Expected: 10 NEW BUYING CONNECTIONS AND \$500,000 IN NEW BUSINESS.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 602 CHICAGO		
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
CONSUMER ELECTRONICS SHOW,	CHICAGO, ILL., USA	CHICAGO 0687
ROBOT SHOW (INDUSTRIAL DEV.)	CHICAGO, ILL., USA	CHICAGO 0587
Sector: 008 TRANSPORT SYS. EQUIP, COMP, SERV.		
010 FAIRS		
AUTOMOTIVE PARTS & ACCESSORIES SHOW (APAA),	CHICAGO, ILL. USA	CHICAGO 0887
BIG "I" SHOW (ASIA)	CHICAGO, ILL. USA	CHICAGO 0288
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS		
BATH AND KITCHEN EXPO.,	CHICAGO ILL., USA	CHICAGO 1187
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
INT'L HOUSEWARES SHOW,	CHICAGO, ILL., USA	CHICAGO 1187
NAT'L SPORTING GOODS ASSOC. (NSGA) WORLD SPORTS E	CHICAGO	CHICAGO 1187
NATIONAL CONSUMER CONFERENCE,	CHICAGO, ILL., USA	CHICAGO 0787
NATIONAL HOUSEWARES SHOW,	CHICAGO, ILL., USA	CHICAGO 0487
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS		
WISCONSIN FARM PROGRESS SHOW,	WISCONSIN, USA	WISCONSIN 0987
FARM PROGRESS SHOW,	ILLINOIS, USA	ILLINOIS 0987
PRINTING INDUSTRY OF AMERICA SHOW "GRAPH EXPO",	CHI	CHICAGO 1087
NATIONAL HARDWARE SHOW,	CHICAGO ILL., USA	CHICAGO 0887
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 602 CHICAGO		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
WISCONSIN FARM PROGRESS	WISCONSIN	WISCONSIN 0989
NATIONAL RESTAURANT ASSOC.	CHICAGO	CHICAGO 0588
NATIONAL RESTAURANT ASSOC.	CHICAGO	CHICAGO 0589
024 MISSION INCOMING		
WESTERN CDA FARM PROGRESS	REGINA	REGINA 0688

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 602 CHICAGO		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING WESTERN CDA. FARM PROGRESS	REGINA	0689
Sector: 005 COMM. & INFORM. EGP. & SERV		
010 FAIRS NATIONAL COMPUTER CONF.	CHICAGO	0788
NATIONAL COMPUTER CONF.	CHICAGO	0789
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS CONSUMER ELECTRONICS SHOW	CHICAGO	0689
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS AUTOMOTIVE PARTS & ACCESSORIES ASSOC.	CHICAGO	0889
INTL. AUTOMOBILE AFTERMARKET SHOW	CHICAGO	0290
INTL. MARINE TRADE EXHIBITION	CHICAGO	0989
INTL. MARINE TRADE EXHIBITION	CHICAGO	0988
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
010 FAIRS NATL. HOME CENTER SHOW	CHICAGO	0390
NATL. HOME CENTER SHOW	CHICAGO	0389
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS CONSUMER ELECTRONICS SHOW	CHICAGO	0688
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS NATL. SPORTING GOODS ASSOC.	CHICAGO	1088
NATL. SPORTING GOODS ASSOC.	CHICAGO	1089
INTL. HOUSEWARES EXHIBITION	CHICAGO	0189
INTL. HOUSEWARES EXHIBITION	CHICAGO	0190
024 MISSION INCOMING CDN. SPORTING GOODS SHOW	MONTREAL	0289
CDN. SPORTING GOODS SHOW	MONTREAL	0290

Export and Investment Promotion Planning System

Type of Event

Location

Date

Promotional projects proposed for the two following fiscal years.

Mission: 602 CHICAGO

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

010 FAIRS

MATERIALS HANDLING SHOW

CHICAGO

0290

MATERIALS HANDLING SHOW

CHICAGO

0289

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 603 CLEVELAND

Country: 577 UNITED STATES OF AMERICA

THE CLEVELAND CONSULATE GENERAL IS RESPONSIBLE FOR THE TERRITORY WHICH COMPRISES THE STATES OF OHIO, KENTUCKY, W. VIRGINIA AND WEST. PENNSYLVANIA. THIS AREA (WHICH IS COMPARABLE IN SIZE TO THE COMBINED TERRITORIES OF GT. BRITAIN, BELGIUM, NETHERLANDS, W. GERMANY & DENMARK) IS ADVANTAGEDUSLY LOCATED IN CLOSE PROXIMITY TO THE PRINCIPLE CDN POPULATION CENTERS & THE CDN INDL ZONES OF THE GREAT LAKES & ST. LAWRENCE RIVER. WITH ITS 21M INHABITANTS IT IS CONSIDERED THE INDL HEARTLAND OF THE UNITED STATES. IT IS A TERRITORY CONTAINING SIX INTERMEDIATE SIZED CITIES & 7 MKTG AREAS WHICH RANK IN THE TOP 30 IN THE USA. TRADE BETWEEN CDA & THE REGION TOTALLED JUST OVER \$15 BN. RANKING AS THE 3RD MOST IMPORTANT TRADING AREA IN THE USA. IN ADDITION, PITTSBURGH & CLEVELAND ARE THE 3RD & 4TH RANKED CENTRES OF CORPORATE CONCENTRATION IN THE USA AFTER NEW YORK AND CHICAGO. THE TERRITORIES GEOGRAPHIC LOCATION ON THE GREAT LAKES, ITS POPULATION & INDL CONCENTRATION MAKE IT A PRIME AREA FOR PROMOTION OF CDN EXPORTS & IS AN IMPORTANT SOURCE OF INDL INVESTMENT. THIS REGION ACCOUNTS FOR ONE HALF OF UNITED STATES STEEL PRODUCTION, NINE TENTHS OF ITS SPECIALTY STEEL. IT IS THE IRON ORE CAPITAL OF N. AMERICA. THE HDQTS OF ALL OF THE N. AMERICAN RUBBER INDUSTRY, APPROX. 40% OF AUTOS & AUTO PARTS PRODUCTION (WHICH WILL FURTHER INCREASE AS THE NEW TOYOTA PLANT IN LEXINGTON KY. COMES INTO PRODUCTION), MOST OF THE MACHINE TOOLS & MOST OF UNITED STATES EASTERN COAL PRODUCTION. IN ADDITION IT HAS LARGE DEPOSITS OF OIL, NATURAL GAS, SALT & SILICA SAND & ONE OF THE LARGEST CHEMICAL CENTRES OF THE WORLD. IN SUMMARY IT CAN BE SAID THAT THE TERRITORY IS A VERY IMPORTANT MKT FOR CANADIAN EXPORTERS FOR ALL PRODUCTS ENCOMPASSING EVERYTHING FROM BAKERY PRODUCTS TO THE MOST SOPHISTICATED ROBOTIC OR AVIONIC SYSTEMS. OHIO AND W. PENNSYLVANIA ARE PARTICULARLY RECEPTIVE TO CANADIAN MADE PRODUCTS AND COMPANIES PRODUCING QUALITY PRODUCTS AT COMPETITIVE PRICES SHOULD HAVE NO DIFFICULTY IN BEING SUCCESSFUL IN THESE MARKETS.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 603 CLEVELAND

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: AS WELL AS APPROX. 200 DEFENCE CONTRACTORS, THE POST TERRITORY INCLUDES WRIGHT PATTERSON AIR FORCE BASE & THE LEWIS RESEARCH CENTRE OF NASA. TOTAL PROCUREMENT IN THIS SECTOR EXCEEDS \$27B(US) IN THE TERR'RY.

2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: FUTURE PLANS FOR HIGHSPEED RAIL SYSTEMS AND LARGE GROWING MARKET FOR AUTO PARTS AND MARINE PRODUCTS OFFER GREAT POTENTIAL FOR CDN FIRMS.

3. 013 CONSUMER PRODUCTS

REASONS: GROWTH AND EXPANSION OF IMPORTS AND EASE OF ENTRY INTO CONSUMER PRODUCTS MARKET PLACE CONTINUE TO OFFER EXCELLENT OPPORTUNITIES FOR CDN EXPORTERS.

4. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: ACCEPTANCE OF CDN FOOD PROD. BY LOCAL GROCERY & FOOD CHAINS CONTINUES TO GROW CONFIRMING INCREASED MKT OPPORT. FOR RANGE OF COMPETITIVELY PRICED & ATTRACTIVELY PACKAGED QUALITY PRODUCTS.

5. 010 MINE, METAL, MINERAL PROD & SRV

REASONS: TURN AROUND OF AUTO INDUSTRY AND CONSUMER DURABLES SECTOR, INCREASED USE OF SPECIALTY ALLOYS IN DEFENCE INDUSTRY & IN LONGER TERM CERAMICS IN TRANSPORTATION SECTOR.

6. 005 COMM. & INFORM. EQP. & SERV

REASONS: CONTINUED MODERNIZATION OF TELECOM SYSTEMS CALL FOR INCREASED EXPENDITURES IN OHIO & W. PA. COMPUTER/SOFTWARE CONTINUE TO OFFER GREATEST DEGREE OF GROWTH AS AUTOMATION & COMPUTERIZATION REMAIN HIGH PRIORITY.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 010 MINE, METAL, MINERAL PROD & SRV
4. 012 PETROCHEM & CHEM PROD, EQP, SERV
5. 005 COMM. & INFORM. EQP. & SERV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 603 CLEVELAND

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	6346.00M	\$ 6103.00M	\$ 5868.00M	\$ 5623.00M
Canadian Exports \$	412.00M	\$ 366.00M	\$ 321.00M	\$ 265.00M
Canadian Share of Import Market	6.50%	6.00%	6.40%	4.70%

Major Competing Countries

Market Share

i) 349 MEXICO	007 %
ii) 011 AUSTRALIA	003 %
iii) 047 BRAZIL	006 %
iv) 093 DENMARK	003 %
v) 265 JAPAN	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) MEAT & PREPARATION	\$ 71.00 M
ii) BEVERAGES	\$ 66.00 M
iii) SUGAR & PREPARATION	\$ 23.00 M
iv) FRUIT, VEGETABLES, DAIRY	\$ 31.00 M
v) AGRICULTURAL MACHINERY	\$ 23.00 M

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

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

- No factors reported by mission

Export and Investment Promotion Planning System

MISSION: 603 CLEVELAND

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
- strong sectoral capability in Canada

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: AS FOLLOW-UP TO YEARLY SOLO FOOD SHOW POST WILL CONTINUE TO SUPPORT INDIVIDUAL CO'S THROUGH SERACHES AND INTRODUCTION OF FOOD BROKERS/DISTRIB. & CHAIN STORES WITH VIEW TO MAKING APPROPRIATE MATCHES.

Results Expected: INCREASED BUYING CONNECTIONS , SALES DISTRIBUTION AGREEMENTS AND ESTABLISHMENT OF PRODUCTS IN STORES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 603 CLEVELAND

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	50.00M	\$ 50.00M	\$ 50.00M	\$ 50.00M
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports: Small but expanding

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

i) Project Name: ONGOING R&D DEFENCE PROJECTS FOR AEROSP.
SYSTEM DIV. AT WRIGHT PATTERSON AFB

Approximate Value: \$ M

Financing Source: 027 BILATER

For further info. please contact:

R. RUSHKE WPAFB DAYTON (513)255-4382

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

- exports of certain products or services to this country are subject to Canadian export controls
- approval of technical standards can present problems in the case of some imported products

Export and Investment Promotion Planning System

MISSION: 603 CLEVELAND

COUNTRY: 577 UNITED STATES OF AMERICA

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

- No factors reported by mission

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
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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 CSN 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.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 603 CLEVELAND

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2500.00M	\$ 2000.00M	\$ 1200.00M	\$ 1000.00M
Canadian Exports \$	95.00M	\$ 90.00M	\$ 90.00M	\$ 95.00M
Canadian Share of Import Market	4.00%	4.00%	7.00%	9.00%

Major Competing Countries

Market Share

i) 265 JAPAN	030 %
ii) 112 FRANCE	008 %
iii) 577 UNITED STATES OF AMERICA	015 %
iv) 128 GERMANY WEST	010 %
v) 434 TAIWAN	018 %
vi) 237 ITALY	013 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

5-15 \$M

Current status of Canadian exports:

Small but expanding

Products/services for which there are
good market prospects

- i) TELECOMMUNICATIONS EQUIPMENT
- ii) TELEPHONE SWITCHING EQUIPMENT
- iii) COMPUTER HARDWARE
- iv) OPERATION SYSTEM SOFTWARE
- v) SECURITY SYSTEMS
- vi) CAD-CAM SYSTEMS
- vii) CONSULTING SERVICES
- viii) EDUCATIONAL SOFTWARE
- ix) NETWORKING SYSTEMS
- x) DATA ACQUISITION

Current Total Imports

In Canadian \$
\$ 364.00 M
\$ 250.00 M
\$ 150.00 M
\$ 18.00 M
\$ 95.00 M
\$ 40.00 M
\$ 50.00 M
\$ 30.00 M
\$ 15.00 M
\$ 30.00 M

Export and Investment Promotion Planning System

MISSION: 603 CLEVELAND

COUNTRY: 577 UNITED STATES OF AMERICA

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:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- 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
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

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

Activity: CONTINUE TO DEVELOP CLOSER CONTACTS WITH DISTRIBUTION NETWORK IN COMMUNICATIONS AND INFORMATICS.

Results Expected: IMPROVE ACCESS FOR CANADIAN PRODUCTS.

Export and Investment Promotion Planning System

MISSION: 603 CLEVELAND

COUNTRY: 577 UNITED STATES OF AMERICA

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: IMPLEMENT AGENT LOCATOR SERVICE FOR COMMUNICATIONS/INFORMATICS.

Results Expected: INCREASE NUMBER OF REPRESENTATIVES PROMOTING CANADIAN PRODUCTS.

Activity: WORK WITH DEPT. OF COMMERCE & WORLD TRADE GROUPS TO DEVELOP EFFECTIVE PROGRAMS INVOLVING CANADIAN HIGH TECHNOLOGY, TECHNOLOGY TRANSFERS, AND JOINT VENTURES.

Results Expected: ENHANCE CANADIAN PRESENCE IN THIS IMPORTANT AREA.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 603 CLEVELAND

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	10100.00M	\$10000.00M	\$10800.00M	\$ 9800.00M
Canadian Exports \$	1540.00M	\$ 1502.00M	\$ 1442.00M	\$ 1259.00M
Canadian Share of Import Market	15.00%	14.00%	13.00%	12.00%

Major Competing Countries

	Market Share
i) 265 JAPAN	008 %
ii) 237 ITALY	001 %
iii) 128 GERMANY WEST	005 %
iv) 112 FRANCE	001 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) MOTOR VEHICLE PARTS	\$ 1200.00 M
ii) PLEASURE BOATS	\$ 10.00 M
iii) AIRCRAFT PARTS & ENGINES	\$ 100.00 M

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

i) Project Name: EXTENSION OF PITTSBURGH SUBWAY SYSTEM
(SPINE LINE - 9 MILES LRT)

Approximate Value: \$ 5 M

Financing Source: 012 DOM

For further info. please contact:

T. LIPMAN PITTSBURGH (412) 392-6060

ii) Project Name: HIGH SPEED RAIL LINK CLEVELAND-COLUMBUS-CINCINNATI

Approximate Value: \$ 10 M

Financing Source: 012 DOM 028 TO/DETER

For further info. please contact:

P. BRINDLEY CLEVELAND (216) 771-0150

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:

T. LIPMAN PITTSBURGH (412) 392-6060

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.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 603 CLEVELAND

Market: 577 UNITED STATES OF AMERICA

Sector: 010 MINE, METAL, MINERAL PROD & SRV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3728.00M	\$ 3575.00M	\$ 3500.00M	\$ 3450.00M
Canadian Exports \$	932.00M	\$ 858.00M	\$ 805.00M	\$ 897.00M
Canadian Share of Import Market	25.00%	24.00%	23.00%	26.00%

Major Competing Countries

Market Share

i) 265 JAPAN	028 %
ii) 128 GERMANY WEST	008 %
iii) 257 JAMAICA	006 %
iv) 051 UNITED KINGDOM	004 %
v) 349 MEXICO	004 %
vi) 011 AUSTRALIA	003 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

i) CASTINGS/FORGINGS	In Canadian \$	\$ 28.00 M
ii) METAL WORKING MACH.	\$	33.00 M
iii) MATERIALS HANDLING MACH.	\$	33.00 M
iv) MINING MACHINERY	\$	25.00 M

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

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

- No factors reported by mission

Export and Investment Promotion Planning System

MISSION: 603 CLEVELAND

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 missions
- 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

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

Activity: REPRESENTATIVE LOCATOR PROGRAM FOR MATERIALS
HANDLING EQUIPMENT.

Results Expected: ESTABLISH 10 NEW AGENCIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 603 CLEVELAND

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	13800.00M	\$13700.00M	\$12700.00M	\$12200.00M
Canadian Exports \$	32.00M	\$ 27.00M	\$ 25.00M	\$ 20.00M
Canadian Share of Import Market	0.23%	0.19%	0.19%	0.16%

Major Competing Countries

Market Share

i) 434 TAIWAN	008 %
ii) 431 PHILIPPINES	006 %
iii) 268 KOREA	005 %
iv) 189 HONG KONG	015 %
v) 265 JAPAN	010 %
vi) 577 UNITED STATES OF AMERICA	050 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) FURNITURE	\$ 165.00 M
ii) APPAREL	\$ 1500.00 M
iii) SPORTING GOODS	\$ 50.00 M
iv) GIFTWARE	\$ 30.00 M

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

Export and Investment Promotion Planning System

MISSION: 603 CLEVELAND

COUNTRY: 577 UNITED STATES OF AMERICA

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

- a lack of interest in the market on the part of Canadian exporters

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
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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: INSTIGATE MARKET STUDY ON OUTERWEAR TO SUPPORT NEEDED IN-HOUSE OUTERWEAR SHOW WITH VARIOUS CANADIAN MANUFACTURERS -CLEVELAND

Results Expected: IDENTIFY DISTRIBUTORS/BUYERS.

Activity: VISIT MAJOR DEALERS AND REPS IN TERRITORY TO SEEK MARKET DATA RE: MARKETING OF CANADIAN RESIDENTIAL FURNITURE.

Results Expected: UP-DATED INFO ON NATURE OF MARKET.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 603 CLEVELAND		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS SOLO FOOD & BEVERAGE SHOW,	CLEVELAND, OHIO	CLEVELAND 1187
020 MISSION OUTGOING FEDERAL/QUEBEC FOOD MISSION TOPITTSBURGH	PITTSBURGH	0188
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS INSTRUMENT SOCIETY OF AMERICA CLEVELAND	CLEVELAND	0587
Sector: 008 TRANSPORT SYS. EQUIP, COMP, SERV.		
010 FAIRS MID-AMERICA BOAT SHOW,	CLEVELAND, OHIO	CLEVELAND 0188
NAT'L RV TRADE SHOW, LOUISVILLE		LOUISVILLE 1287
GREAT LAKES SAIL POWERBOAT SHOW, SANDUSKY, OHIO		SANDUSKY, OHIO 0987
OHIO AUTOMOTIVE WHOLESALERS SHOW, COLUMBUS, OHIO		COLUMBUS, OHIO 0487
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS IRON AND STEEL EXPO. ,	PITTSBURGH	PITTSBURGH 0987
NAT'L MANUFACTURED HOME SHOW, LOUISVILLE		LOUISVILLE 0987
OHIO STATE MEDICAL SHOW, COLUMBUS, OHIO		COLUMBUS 0587
GR. CLEVELAND HOSPITAL ASSOC. CONVENTION & TRADE F	CLEVELAND	CLEVELAND 0388
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS SOLO SPORTING GOODS SHOW, CLEVELAND		CLEVELAND 0887
OHIO STATE GIFT SHOW, COLUMBUS, OHIO		COLUMBUS 0388
024 MISSION INCOMING BUYERS FROM U. S. TO CDN SPORTING GOODS SHOW, MONTREAL		MONTREAL 0288
BUYERS FROM U. S. TO INT'L FOOTWEAR EXPO. , TORON		TORONTO 1287
BUYERS FROM U. S. TO JEWELLERY SHOW IN TORONTO		TORONTO 0787
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS GREAT LAKES INDUSTRIAL SHOW, CLEVELAND, OHIO		CLEVELAND 1187
INT'L CAPITAL GOODS TRADE FAIR CLEVELAND, OHIO		CLEVELAND 1087

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 603 CLEVELAND		
Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.		
010 FAIRS		
SME PRODUCTS FINISHING SHOW,	CINCINNATI	CINCINNATI 0987
OHIO STATE FARM SCIENCE	REVIEW, COLUMBUS, OHIO	COLUMBUS 0987
EASTERN OIL AND GAS EQUIPMENT	SHOW, COLUMBUS, OHIO	COLUMBUS 0687
SME MACHINE & TOOL SHOW,	CINCINNATI	CINCINNATI 0687
SME MACHINE AND TOOL SHOW,	PITTSBURGH	PITTSBURGH 0587
CLEVELAND GROWTH ASSOC. MEDICAL	SHOW, CLEVELAND	CLEVELAND 0487
TRI-STATE INDUSTRIAL SHOW,	CINCINNATI	CINCINNATI 0487
SME MANUF. PRODUCTIVITY SHOW,	COLUMBUS, OHIO	COLUMBUS 0487
Sector: 017 SERVICE INDUSTRIES		
010 FAIRS		
BUSINESS AFTER HOURS	CLEVELAND	0388
BUSINESS AFTER HOURS	PITTSBURGH	0388
Sector: 999 MULTIPLE SECTORS		
010 FAIRS		
CLEVELAND BUSINESS AFTER HOURS	CLEVELAND	0000
PITTSBURGH BUSINESS AFTER HOUR	PITTSBURGH	0000
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 603 CLEVELAND		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
EAST CENTRAL DAIRY DELI SHOW	PITTSBURGH	0988
POWER SHOW	COLUMBUS	0189
POWER SHOW	COLUMBUS	0190
OHIO STATE FARM SCIENCE REVIEW	COLUMBUS	0989
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING		
AIR INDUSTRY ASSOCIATION	DAYTON	0190
AIR INDUSTRY ASSOCIATION	DAYTON	0189
DEFENCE PRODUCTION MISSION	CLVND, CINC., PITTS.	0688
Sector: 005 COMM. & INFORM. EGP. & SERV		
010 FAIRS		
COLUMBUS COMPUTER SHOW	COLUMBUS	1189

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 603 CLEVELAND		
Sector: 005 COMM. & INFORM. EGP. & SERV		
010 FAIRS		
GRAPHICS '87 TRADE SHOW	CLEVELAND	0389
PITTSBURGH OFFICE SHOW	PITTSBURGH	1188
CINCINNATI BUSINESS SHOW	CINCINNATI	1188
COLUMBUS COMPUTER SHOW	COLUMBUS	1088
GRAPHICS '90 TRADE SHOW	CLEVELAND	0390
PITTSBURGH COMPUTER SHOW	PITTSBURGH	0390
020 MISSION OUTGOING		
SOLO ELECTRONICS SHOW	CLEVELAND	1189
ELECTRONICS REP LOCATOR	CLEVELAND	1189
REP LOCATOR PROGRAM ELECTRONICS	CLEVELAND	0988
024 MISSION INCOMING		
TELECOMM. MISSION TO CANADA	TORONTO	1088
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
INSTRUMENT SOCIETY OF AMERICA	CLEVELAND	0588
Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.		
010 FAIRS		
NATIONAL RV TRADE SHOW	LOUISVILLE	1288
NORTH AMERICAN SAIL & POWER SHOW	SANDUSKY	0988
OHIO AUTOMOTIVE WHOLESALER'S SHOW	COLUMBUS	0488
OHIO AUTO WHOLESALERS SHOW	COLUMBUS	0489
NATIONAL RV TRADE SHOW	LOUISVILLE	1289
024 MISSION INCOMING		
U.S. BUYERS MISSION TO TORONTO BOAT SHOW	TORONTO	0190
U.S. BUYERS MISSION TO TORONTO BOAT SHOW	TORONTO	0189
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
010 FAIRS		
PAUL BUNYAN	COLUMBUS	1088
PAUL BUNYAN	TORONTO	1089
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS		
REP LOCATOR	CHARLESTON	0589

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 603 CLEVELAND		
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING MFG. REP & DISTRIBUTOR LOCATOR PROGRAM	CLEVELAND	0289
Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV		
010 FAIRS REP LOCATOR	AKRON	0389
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
OHIO STATE GIFT SHOW	COLUMBUS	0389
SPORTSMAN SHOW	CLEVELAND	0389
SPORTSMAN SHOW	PITTSBURGH	0289
OHIO STATE GIFT SHOW	COLUMBUS	0390
SPORTSMAN SHOW	CLEVELAND	0390
SPORTSMAN SHOW	PITTSBURGH	0290
024 MISSION INCOMING		
INCOMING BUYERS IIDEX	TORONTO	1089
INCOMING BUYERS FOOD PACIFIC	VANCOUVER	0889
INCOMING BUYERS JEWELLERY SHOW	TORONTO	0789
INCOMING BUYERS JEWELLERY SHOW	TORONTO	0788
INCOMING BUYERS-RESIDENTIAL FURNITURE SHOW	MONTREAL	0688
INCOMING BUYERS - INT'L FUR FAIR	MONTREAL	0588
INCOMING BUYERS RESIDENTIAL FURNITURE SHOW	MONTREAL	0689
INCOMING BUYERS INT'L FUR FAIR	MONTREAL	0589
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS		
SOLO MEDICAL SHOW	CLEVELAND	0588
SOLO MEDICAL SHOW	CLEVELAND	0489
SOLO MEDICAL SHOW	CLEVELAND	0390
OHIO HOSPITAL ASSOCIATION	CINCINNATI	0589
OHIO HOSPITAL ASSOCIATION CONVENTION	COLUMBUS	0688
024 MISSION INCOMING		
INCOMING BUYERS - IIDEX	TORONTO	1088
MISSION TO CDN HOSPITAL ASSOCIATION	TORONTO	0189
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS		
TRI-STATE INDUSTRIAL SHOW	CINCINNATI	0489

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 603 CLEVELAND		
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS		
MID AMERICA	COLUMBUS	0289
MID AMERICA	COLUMBUS	0290
Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.		
010 FAIRS		
TRI-STATE INDUSTRIAL SHOW	CINCINNATI	0488
SME TOOL & MANUFACTURING CONFERENCE/EXPO	CLEVELAND	0588
REPRESENTATIVE LOCATOR	CLEVELAND	1288
GREAT LAKES INDUSTRIAL SHOW	CLEVELAND	1189
GREAT LAKES INDUSTRIAL SHOW	CLEVELAND	1188
Sector: 017 SERVICE INDUSTRIES		
010 FAIRS		
BUSINESS AFTER HOURS	CLEVELAND	0688
BUSINESS AFTER HOURS	PITTSBURGH	0688
BUSINESS AFTER HOURS	CLEVELAND	0689
BUSINESS AFTER HOURS	PITTSBURGH	0389
BUSINESS AFTER HOURS	CLEVELAND	0389
BUSINESS AFTER HOURS	PITTSBURGH	1288
BUSINESS AFTER HOURS	CLEVELAND	1288
OHIO INTERNATIONAL TRADE FAIR	COLUMBUS	0988
BUSINESS AFTER HOURS	PITTSBURGH	0988
BUSINESS AFTER HOURS	CLEVELAND	0988
BUSINESS AFTER HOURS	PITTSBURGH	1289
BUSINESS AFTER HOURS	CLEVELAND	1289
OHIO INTERNATIONAL TRADE FAIR	COLUMBUS	0989
BUSINESS AFTER HOURS	PITTSBURGH	0989
BUSINESS AFTER HOURS	CLEVELAND	0989
BUSINESS AFTER HOURS	PITTSBURGH	0689
Sector: 999 MULTIPLE SECTORS		
010 FAIRS		
INTERNATIONAL TRADE FAIR	CLEVELAND	1088
INTERNATIONAL TRADE FAIR	CLEVELAND	1089
EAST CENTRAL DAIRY DELI SHOW	PITTSBURGH	0989
SOLO FOOD, FISH & BEVERAGE SHOW	CINCINNATI	0189
SOLO FOOD, FISH & BEVERAGE SHOW	CLEVELAND	1189
OHIO STATE FAIR	COLUMBUS	0889
NORTH AMERICAN SAIL & POWER SHOW	SANDUSKY	0989
020 MISSION OUTGOING		
TECHNOLOGY TRANSFER SEMINAR	PITTSBURGH	0989

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 603 CLEVELAND		
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING		
CDA/US SOURCING SEMINARS WIN	AKRON/COLUMB/MANSFLD	0589
MFG. REP & DISTRIBUTOR LOCATOR PROGRAM	CLEVELAND	1088
CANADA/SOURCING SEMINARS WIN	CLVND, CINC., PITTS.	0888
MFG. REP & DISTRIBUTOR LOCATOR PROGRAM	CLEVELAND	1089

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 604 DALLAS

Country: 577 UNITED STATES OF AMERICA

TWO-WAY TRADE BETWEEN CDA & THIS POST'S TERRITORY REACHED C\$6.56 BILLION IN 1985, SURPASSING THE '84 RECORD OF C\$6.3 BILLION. CDN EXPORTS TOTALLED C\$3.23 BILLION COMPARED TO IMPORTS OF C\$3.33 BILLION. TEXAS IS STILL THE DOMINANT MKT IN THIS TERRITORY. CDA SOLD C\$1.59 BILLION TO THIS STATE LAST YEAR, THE MAJORS BEING TELECOMMUNICATIONS EQUIPMENT, SOFTWOOD LUMBER & MOTOR VEHICLE PARTS. A DISTANT SECOND, KANSAS, PURCHASED C\$574 MILLION COMPRIS-ED MOSTLY OF AIRCRAFT ENGINES & MOTOR VEHICLE PARTS & ENGINES. THE DALLAS-BASED QUEBEC TRADE OFFICE CLOSED ON JULY 31ST FOLLOW-ING ON THE CLOSURE LAST FALL OF THE NEW BRUNSWICK OFFICE. JOINT MEETINGS TO COORDINATE TRADE & INVESTMENT ACTIVITIES CONTINUE PERIODICALLY WITH THE ONTARIO OFFICE IN DALLAS & THE HOUSTON-BASED ALBERTA OFFICE. LOOKING AHEAD, ENERGY, THE MAINSTAY OF THE SOUTHWESTERN U.S. ECONOMY, WILL CONTINUE AT A LOW LEVEL OF ACTIV-ITY. ANY RECOVERY WILL BE SLOW & CAPITAL PURCHASES A LONG WAY OFF. CURRENT OIL FIELD EQUIPMENT SALES ARE MORE TO FOREIGN MARKETS THAN TO U.S. CUSTOMERS. THE SEARCH FOR INVESTMENT TO DI-VERSIFY THE REGION'S ECONOMY HAS THEREFORE INTENSIFIED. THIS MAKES OUR INVESTMENT DEVELOPMENT EFFORTS THAT MUCH MORE DIF-FICULT. RETAIL SALES ARE EXPECTED TO RUN 2% TO 3% BELOW YEAR'S LEVELS. IN THIS TERRITORY, CANADA FACES STIFF COMPETITION IN CONSUMER & INDUSTRIAL PRODUCTS FROM BORDER PLANTS IN MEXICO. MEXICAN IMPORTS ARE SOARING, 60%-70% INCREASE THIS YEAR OVER LAST; THE MAJOR PRODUCTS BEING CEMENT, STEEL, CHEMICALS, ELECTRO-NIC EQUIPMENT, AUTO PARTS, COPPER AND SILVER. THE TID PROGRAM WILL WORK WITH EXPORTERS WHO HAVE MADE INROADS IN RECENT YEARS TO HELP THEM CONSOLIDATE AND EXPAND THEIR BASES, BUT WORKING WITH NEW EXPORTERS WILL CONTINUE TO ABSORB THE GREATEST PORTION OF OUR TIME. THE ARRIVAL OF A NEW SENIOR TRADE COMMISSIONER TO CONCENT-RATE ON INVESTMENT DEVELOPMENT WILL RESULT IN A NUMBER OF NEW INITIATIVES.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: MAJOR PROCUREMENTS OF URBAN TRANSIT SYSTS WILL OCCUR IN DALLAS, HOUSTON, AUSTIN & NEW ORLEANS. OFFSHORE TECH. & EGPT. HAVE STEADILY GROWN & CDNS MUST ACTIVELY MAINTAIN THEIR MKT SHARE. LEISURE BOAT IS GROWING.

2. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: WITH OIL PRICE RECOVERY, OPPORTUNITIES WITH HOUSTON-BASED OIL COS, TRADING HOUSES ARE PROMISING. HOUSTON TRADE OFFICE LIAISES CLOSELY WITH OIL & GAS. & ENGINEERING CONSTRUCTION CORPORATE HEADQUARTERS.

3. 013 CONSUMER PRODUCTS

REASONS: RETAIL SALES ARE SOFT, BUT WITH OPPORTUNITIES FOR HIGH QUALITY, COMPETITIVELY PRICED APPAREL & FURS, GIFTWARE & LEISURE PRODS. MARKET FOR CONTRACT FURNITURE IS STRONG.

4. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: AGR. SECTOR DEPRESSED BUT INTEREST IN QUALITY & PRICES OF CDN TILLAGE & SHORT LINE IMPLEMENTS. HIGH INCOME IN TERRIT. CREATES DEMAND FOR GOURMET & NEW FOOD PROD. ALSO MKT. FOR NURSERY/LANDSCAPE GOODS.

5. 005 COMM. & INFORM. EQP. & SERV

REASONS: HIGH TECH BASE IN DALLAS & OTHER PARTS OF TEXAS WILL WEATHER FLAT ECONOMIC CONDITIONS & GROWTH IS EXPECTED TO RESUME. COMPETITION IS INTENSE BUT INNOVATIVE PRODUCTS CAN GAIN ACCEPTANCE.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 005 COMM. & INFORM. EQP. & SERV
4. 001 AGRI & FOOD PRODUCTS & SERVICE
5. 010 MINE, METAL, MINERAL PROD & SRV
6. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 011 ANIMAL, POULTRY BREEDING STOCK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 286.77M	\$ 172.40M	\$ 120.30M
Canadian Exports \$	20.00M	\$ 15.00M	\$ 12.62M	\$ 4.36M
Canadian Share of Import Market	6.00%	5.00%	7.00%	4.00%

Major Competing Countries

Market Share

i) 349 MEXICO	087 %
ii) 075 CANADA	007 %
iii) 556 MONGOLIA	001 %
iv) 192 PEOPLE'S REP OF CHINA	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

i) HOLSTEIN BREEDING STOCK

In Canadian \$

\$ 10.00 M

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

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:

IMPORTS ARE SKEWED DUE TO HIGH VOLUME IMPORTS OF MEXICAN STEERS
BROUGHT TO U.S. FEED LOTS FOR FATTENING. CANADIAN IMPORTS ARE
PRIMARILY HIGH VALUE BREEDING STOCK.

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

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:

- support provided by the PEMD program
- use of Canadian Government 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

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: PARTICIPATION WITH PRODUCT INFORMATION BOOTHS IN FT.WORTH FAT STOCK SHOW & PAN AMERICAN LIVESTOCK SHOW.

Results Expected: INCREASED SALES OF BREEDING STOCK.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1300.00M	\$ 1300.00M	\$ 1299.70M	\$ 1330.30M
Canadian Exports \$	26.00M	\$ 25.00M	\$ 23.70M	\$ 25.24M
Canadian Share of Import Market	2.00%	2.00%	2.00%	2.00%

Major Competing Countries

Market Share

i) 349 MEXICO	021 %
ii) 047 BRAZIL	010 %
iii) 344 MALAYSIA	007 %
iv) 431 PHILIPPINES	005 %
v) 051 UNITED KINGDOM	004 %
vi) 104 DOMINICAN REPUBLIC	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

i) ALL PROCESSED & SEMI-PROCESSED FOODS.

Current Total Imports In Canadian \$
\$ 0.00 M

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

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

- non competitive pricing.
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

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:

- 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

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

Activity: INTRODUCE 10 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

Results Expected: 5 NEW AGENCIES/10 NEW EXPORT CONTRACTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 016 AGRICULTURE MACH, EQUIP, TOOLS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 300.00M	\$ 280.90M	\$ 354.70M
Canadian Exports \$	80.00M	\$ 75.00M	\$ 63.65M	\$ 78.60M
Canadian Share of Import Market	27.00%	25.00%	23.00%	22.00%

Major Competing Countries

Market Share

i) 075 CANADA	023 %
ii) 128 GERMANY WEST	020 %
iii) 051 UNITED KINGDOM	016 %
iv) 265 JAPAN	010 %
v) 237 ITALY	008 %
vi) 112 FRANCE	007 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) TRACTORS (2 WHEEL DRIVE)	\$ 0.00 M
ii) MOWER CONDITIONERS	\$ 0.00 M
iii) COMBINES	\$ 0.00 M
iv) HAY BAILERS	\$ 0.00 M
v) TRACTORS (4 WHEEL DRIVE)	\$ 0.00 M
vi) GRINDER MIXERS	\$ 0.00 M

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

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

COUNTRY: 577 UNITED STATES OF AMERICA

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

- No factors reported by mission

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
- strong sectoral capability in Canada

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

Activity: FOLLOW-UP WORK TO PARTICIPATION WITH PRODUCT INFO BOOTH IN AMARILLO FARM & RANCH SHOW, NOV. 86

Results Expected: SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS SIGNED.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	260.00M	\$ 262.68M	\$ 167.53M	\$ 151.30M
Canadian Exports \$	4.00M	\$ 4.00M	\$ 4.77M	\$ 3.12M
Canadian Share of Import Market	2.00%	2.00%	3.00%	2.00%

Major Competing Countries

Market Share

i) 349 MEXICO	086 %
ii) 265 JAPAN	004 %
iii) 075 CANADA	003 %
iv) 073 COLOMBIA	001 %
v) 164 COSTA RICA	000 %
vi) 112 FRANCE	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) SALT COD	\$ 144.00 M
ii) SHELLFISH & PROCESSED GROUND FISH	\$ 10.00 M
iii) KAMABOKO & SURIMI PRODUCTS	\$ 4.00 M

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

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

- non competitive pricing
- other factor(s) described by the Trade Office as follows:
NON-COMPETITIVE PRICING RELATES SPECIFICALLY TO MEXICAN LOW-COST CAPABILITY TO SERVE THIS MARKET WITH SALT FISH WHICH IS RAPIDLY BECOMING THE OVERWHELMING IMPORT ITEM. THE BULK OF CDN PROCESSED FISH ARRIVING IN THIS AREA IS SOURCED THROUGH BOSTON BROKERS.

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

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

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: PARTICIPATE WITH PRODUCT INFORMATION BOOTH IN SEAFARE SOUTHEAST '87

Results Expected: NEW BROKER/DISTRIBUTOR AGREEMENTS SIGNED.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights

Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	290.00M	\$ 288.00M	\$ 287.00M	\$ 0.00M NA
Canadian Exports \$	2.50M	\$ 1.70M	\$ 2.10M	\$ 0.00M NA
Canadian Share of Import Market	0.90%	0.60%	0.70%	0.00% NA

Major Competing Countries

Market Share

i) 349 MEXICO	003 %
ii) 237 ITALY	002 %
iii) 265 JAPAN	020 %
iv) 434 TAIWAN	005 %
v) 051 UNITED KINGDOM	002 %
vi) 577 UNITED STATES OF AMERICA	065 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

i) COMPUTER PERIPHERALS	\$ 60.00 M
ii) APPLICATIONS SOFTWARE	\$ 30.00 M

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:

- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

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 suggests that sourcing tools currently available to them have some limitations in particular:

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: EXPAND CONTACTS WITH AGENTS AND DISTRIBUTORS ON BEHALF OF CANADIAN FIRMS.

Results Expected: ENHANCED REPRESENTATION TO INITIATE NEW SALES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 082 URBAN TRANSIT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	25.00M	\$ 3.10M	\$ 2.10M	\$ 0.00M NA
Canadian Exports \$	10.00M	\$ 0.22M	\$ 0.05M	\$ 0.00M NA
Canadian Share of Import Market	40.00%	3.60%	2.40%	0.00% NA

Major Competing Countries

Market Share

i) 035 ROMANIA	051 %
ii) 026 AUSTRIA	029 %
iii) 349 MEXICO	008 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) LIGHT RAIL VEHICLES	\$ 1.00 M
ii) SPECIAL PURPOSE BUSES	\$ 2.00 M
iii) TRANSIT CONSULTING	\$ 0.10 M

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

i) Project Name: DALLAS AREA RAPID TRANSIT DALLAS, TX
LIGHT RAIL PROJECT

Approximate Value: \$ 3892 M

Financing Source: 012 DOM 024 BC

For further info. please contact:

D. BIEBER, DALLAS (214)922-9806

ii) Project Name: HOUSTON METROPOLITAN TRANSIT AUTH.
HOUSTON, TX LIGHT RAIL PROJECT

Approximate Value: \$ 5143 M

Financing Source: 012 DOM 024 BC

For further info. please contact:

D. BIEBER, DALLAS (214)922-9806

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

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: CAPITAL METRO TRANSIT AUSTIN, TX
LIGHT RAIL PROJECT

Approximate Value: \$ 1025 M

Financing Source: 012 DOM 024 BC

For further info. please contact:

D. BIEBER, DALLAS (214)992-9806

iv) Project Name: REGIONAL TRANSIT AUTHORITY NEW ORLEANS,
LA LIGHT RAIL PROJECT

Approximate Value: \$ 2419 M

Financing Source: 012 DOM

For further info. please contact:

D. BIEBER, DALLAS (214)922-9806

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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome

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:

- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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: PERIODIC MEETINGS AND VISITS WITH KEY TRANSIT STAFF AND BOARD MEMBERS.

Results Expected: ONGOING MARKET INTELLIGENCE TO BE FORWARDED TO GOVERNMENT & INDUSTRY SOURCES TO FACILITATE BID/NEGOTIATION PROCESS.

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

COUNTRY: 577 UNITED STATES OF AMERICA

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: PARTICIPATION IN REGIONAL TRANSPORTATION CONFERENCE AND SEMINARS.

Results Expected: CONTINUED EXPOSURE FOR CANADIAN GOODS AND SERVICES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.

Subsector: 083 MARINE INDUSTRIES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	50.00M	\$ 50.00M	\$ 46.35M	\$ 0.00M
Canadian Exports \$	25.00M	\$ 22.00M	\$ 20.00M	\$ 0.00M
Canadian Share of Import Market	50.00%	44.00%	43.00%	0.00%

Major Competing Countries

Market Share

i) 265 JAPAN	020 %
ii) 268 KOREA	004 %
iii) 434 TAIWAN	020 %
iv) 507 SWEDEN	001 %
v) 112 FRANCE	003 %
vi) 038 BELGIUM	004 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) FLOATING DRILL RIGS	\$ 0.00 M
ii) SHIPS (WORK BOATS)	\$ 0.00 M

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

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

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

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: MAKE DETAILED ANALYSIS OF CURRENT PROCUREMENT PRACTICE OF WORK BOAT FLEET OPERATORS ALONG GULF COAST.

Results Expected: BE IN POSITION TO ADVISE CANADIAN COMPANIES CONCERNING FUTURE SALES TO THIS AREA.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	5000.00M	\$ 3345.50M	\$ 5153.60M	\$ 0.00M NA
Canadian Exports \$	250.00M	\$ 100.00M	\$ 319.65M	\$ 0.00M NA
Canadian Share of Import Market	5.00%	3.00%	6.20%	0.00% NA

Major Competing Countries

Market Share

i) 265 JAPAN	001 %
ii) 232 ISRAEL	001 %
iii) 051 UNITED KINGDOM	003 %
iv) 349 MEXICO	002 %
v) 112 FRANCE	003 %
vi) 577 UNITED STATES OF AMERICA	075 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) MACHINED PARTS	\$ 0.00 M
ii) CASTINGS	\$ 0.00 M
iii) HARDWARE	\$ 0.00 M

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

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

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

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

Activity: MAINTAIN CONTACT WITH AEROSPACE CONTRACTORS.

Results Expected: UNDERSTANDING OF UP-COMING PROJECTS/
OPPORTUNITIES.

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: MAKE SURVEY OF AEROSPACE INDUSTRY. DETERMINE EXTENT OF NEW PROJECTS IN AREA.

Results Expected: INTRODUCE 3 NEW EXPORTERS TO THE MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	700.00M	\$ 700.00M	\$ 660.00M	\$ 800.00M
Canadian Exports \$	350.00M	\$ 350.00M	\$ 312.00M	\$ 400.00M
Canadian Share of Import Market	50.00%	50.00%	47.00%	50.00%

Major Competing Countries

Market Share

i) 214 INDONESIA	024 %
ii) 349 MEXICO	009 %
iii) 434 TAIWAN	009 %
iv) 344 MALAYSIA	004 %
v) 265 JAPAN	002 %
vi) 047 BRAZIL	002 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) SOFTWOOD LUMBER	\$ 0.00 M
ii) CEDAR SHINGLES	\$ 0.00 M
iii) MFRD. WOOD PRODUCTS(I. E. CABINETS, WINDOWS, DOORS)	\$ 0.00 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

COUNTRY: 577 UNITED STATES OF AMERICA

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

- No factors reported by mission

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

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

Activity: INTRODUCTION OF CANADIAN EXPORTERS NEW TO SOUTHWEST U. S. MARKET.

Results Expected: 5 NEW AGENCIES/SALES CONTRACTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 011 OIL & GAS EQUIPMENT, SERVICES

Subsector: 116 MACHINERY AND EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	700.00M	\$ 609.77M	\$ 566.61M	\$ 700.00M
Canadian Exports \$	13.00M	\$ 11.25M	\$ 11.31M	\$ 10.00M
Canadian Share of Import Market	2.00%	2.00%	2.00%	1.50%

Major Competing Countries

Market Share

i) 265 JAPAN	044 %
ii) 128 GERMANY WEST	012 %
iii) 051 UNITED KINGDOM	010 %
iv) 038 BELGIUM	006 %
v) 112 FRANCE	004 %
vi) 268 KOREA	004 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) HIGH TECH PRODUCTS	\$ 0.00 M
ii) OFFSHORE RECOVERY EQUIPMENT AND SERVICES	\$ 0.00 M
iii) SPECIALIZE AND ENGINEERING SERVICES	\$ 0.00 M

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:

CDN SALES, AS SALES IN MARKET REGARDLESS OF ORIGIN, WILL DEPEND ON A RECOVERY IN THE OIL & GAS SECTOR. SALES PROSPECTS DO EXIST FOR THIRD COUNTRY BUYING OFFICES OF WHICH THERE ARE MANY IN HOUSTON. THESE DO NOT SHOW UP IN U. S. A. TRADE STATS.

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

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:

- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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

Activity: INTRODUCE 10 NEW CANADIAN SUPPLIERS TO MARKETPLACE.

Results Expected: 5 NEW AGENCIES, 5 NEW SALES.

Activity: CALLS ON MAJOR OIL COMPANIES AND ENGINEERING CONTRACTORS.

Results Expected: OPPORTUNITIES FOR SALES -US & TO IND.
WORLD MARKETS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 131 APPAREL (CLOTH, FUR, SHOES) TEXT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	800.00M	\$ 761.20M	\$ 700.60M	\$ 0.00M NA
Canadian Exports \$	5.00M	\$ 1.90M	\$ 4.10M	\$ 0.00M NA
Canadian Share of Import Market	0.60%	0.20%	0.20%	0.00% NA

Major Competing Countries

Market Share

i) 349 MEXICO	022 %
ii) 434 TAIWAN	005 %
iii) 189 HONG KONG	004 %
iv) 192 PEOPLE'S REP OF CHINA	004 %
v) 047 BRAZIL	001 %
vi) 268 KOREA	001 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) WOMEN'S FASHION APPAREL	\$ 106.00 M
ii) FUR COATS	\$ 10.00 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

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
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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: EXPAND CONTACTS WITH AGENTS AND DISTRIBUTORS ON BEHALF OF CANADIAN FIRMS.

Results Expected: ESTABLISHMENT OF FIVE LOCAL REPRESENTATIVE DISTRIBUTORS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 604 DALLAS

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 132 JEWELRY & GIFTWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2250.00M	\$ 2238.70M	\$ 2418.50M	\$ 2398.60M
Canadian Exports \$	33.00M	\$ 32.00M	\$ 30.48M	\$ 25.35M
Canadian Share of Import Market	1.00%	1.00%	1.00%	1.00%

Major Competing Countries

Market Share

i) 349 MEXICO	038 %
ii) 265 JAPAN	019 %
iii) 434 TAIWAN	010 %
iv) 112 FRANCE	004 %
v) 128 GERMANY WEST	004 %
vi) 051 UNITED KINGDOM	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$
\$ 0.00 M

i) DESIGNER JEWELLERY

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

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

- the apparent limited sectoral capability in Canada compared to other competing export countries

Export and Investment Promotion Planning System

MISSION: 604 DALLAS

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

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: INTRODUCE 8 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

Results Expected: 5 SALES, 5 NEW AGENCIES ESTABLISHED.

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: PARTICIPATION WITH PRODUCT INFORMATION BOOTH IN NATIONAL SPA AND POOL INSTITUTE SHOW.

Results Expected: INTRODUCTION OF 10 EXPORTERS TO THE U.S. MARKETPLACE.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 604 DALLAS		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING BUYERS FROM DALLAS TO CDA	WESTERN AGRIBITION, R REGINA	1187
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
024 MISSION INCOMING DEFENCE/AEROSPACE BUYERS FROM DALLAS		0000
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS WORK BOAT SHOW, NEW ORLEANS, LA	NEW ORLEANS, LA	1287
OFFSHORE TECHNOLOGY CONFERENCE	HOUSTON, TEXAS (OTC)	0587
ASSOC. OF DIVING CONTRACTORS SHOW, NEW ORLEANS, LA	NEW ORLEANS, LA	0288
024 MISSION INCOMING MASS TRANSIT MISSION FROM	DALLAS	0000
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS NATIONAL ASSOC. HOME BUILDERS SHOW (NAHB), DALLAS	DALLAS	0188
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS EXPO '87 FOREST PROD. MACHINERY & EQUIP. EXPO., NEW OR	NEW ORLEANS	0587
ASHRAE-AMERICAN SOCIETY OF HEATING, REFRIG. & AIR	DALLAS, TEXAS	0188
3I AGRICULTURAL EQUIPMENT SHOW	GARDEN CITY, KANSAS, U GARDEN CITY, KS	0487
ENERGY SOURCES TECH. CONF. AND EXHIBIT, NEW ORLEANS,	NEW ORLEANS, LA	0288
SOCIETY-EXPLORATION GEOPHYSI- CISTS SHOW, NEW ORLEA	NEW ORLEANS, LA	1087
LOUISIANA GULF COAST OIL EXPO. (LAGOE), LAFAYETTE, L.	LAFAYETTE, LA	1087
SOCIETY OF PETROLEUM ENGINEERS (SPE) SHOW, DALLAS	DALLAS	0987
PETRO CHEMICAL REFINING SHOW, NEW ORLEANS, LA	NEW ORLEANS, LA	0388

Type of Event	Location	Date
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Promotional projects proposed for the two following fiscal years.

Mission: 604 DALLAS

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

010 FAIRS 3I AGRICULTURE EQUIPMENT SHOW	GREAT BEND	0488
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Export and Investment Promotion Planning System

Type of Event

Location

Date

Promotional projects proposed for the two following fiscal years.

Mission: 604 DALLAS

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

010 FAIRS

3I AGRICULTURE EQUIPMENT SHOW	GARDEN CITY, KANSAS	0489
TEXAS NURSERYMEN ASSN. SHOW	DALLAS, TEXAS	0889
TEXAS RESTAURANT ASSOC. SHOW	HOUSTON, TEXAS	0689
SOUTHWESTERN FAT STOCK SHOW	FT. WORTH, TEXAS	0189
AMARILLO FARM & RANCH SHOW	AMARILLO, TEXAS	1188
PAN AMERICAN LIVESTOCK SHOW	DALLAS, TEXAS	1088
TEXAS NURSERYMEN'S ASSN. SHOW	HOUSTON, TEXAS	0888
TEXAS RESTAURANT ASSN. SHOW	HOUSTON, TEXAS	0688
SOUTHWESTERN FAT STOCK SHOW	FT. WORTH, TEXAS	0190
AMARILLO FARM & RANCH SHOW	AMARILLO, TEXAS	1189
PAN AMERICAN LIVESTOCK SHOW	DALLAS, TEXAS	1189

024 MISSION INCOMING

CANADIAN WESTERN AGRIBITION	REGINA, SASK.	1189
WESTERN CANADA FARM PROGRESS SHOW	REGINA, SASK.	0688
CANADIAN WESTERN AGRIBITION	REGINA, SASK.	1188
WESTERN CANADA FARM PROGRESS SHOW	REGINA, SASK.	0689

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

010 FAIRS

SEAFOOD EXPO	DALLAS, TEXAS	0989
SEAFOOD EXPO	DALLAS, TEXAS	0988

Sector: 006 ELECTRONICS EQUIP. & SERV

010 FAIRS

INSTRUMENT SOCIETY OF AMERICA	HOUSTON, TEXAS	1088
MIDCON 88	DALLAS, TEXAS	0988

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

010 FAIRS

OFFSHORE TECHNOLOGY CONFERENCE	HOUSTON, TEXAS	0588
WORK BOAT SHOW	NEW ORLEANS	0189
WORK BOAT SHOW	NEW ORLEANS	0190
OFFSHORE TECHNOLOGY CONFERENCE	HOUSTON, TEXAS	0589
INTERNATIONAL ASSOC. OF DIVING CONTRACTORS	NEW ORLEANS	0289
LOUISIANA GULF COAST OIL EXHIBITION	LAFAYETTE, LOUISIANA	1089
INTERNATIONAL ASSOC. DIVING CONTRACTORS	NEW ORLEANS	0290
HELICOPTER ASSN. INTERNATIONAL	DALLAS, TEXAS	0290
HELICOPTER ASSN. INTERNATIONAL	NEW ORLEANS	0289
TEXAS PUBLIC TRANSPORTATION CONFERENCE	DALLAS, TEXAS	0488

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 604 DALLAS		
Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.		
024 MISSION INCOMING		
TORONTO BOAT SHOW EXPO	TORONTO	0189
URBAN TRANSIT MISSION TO CANADA	MTL, OTT., TOR., VANC.	0888
TORONTO BOAT SHOW	TORONTO	0190
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS		
ENERGY SOURCES TECHNOLOGY CONFERENCE & EXHIBITION	DALLAS, TEXAS	0290
SOCIETY OF EXPLORATION GEOPHYSICISTS	DALLAS, TEXAS	1089
ENERGY SOURCES TECHNOLOGY CONFERENCE & EXHIBITION	DALLAS, TEXAS	0289
SOCIETY OF PETROLEUM ENGINEERS	HOUSTON, TEXAS	1088
Sector: 012 PETROCHEM & CHEM PROD, EGP, SERV		
010 FAIRS		
PETRO CHEM SHOW	NEW ORLEANS	0390
PETRO CHEM SHOW	NEW ORLEANS	0389
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
NATIONAL SPA & POOL ASSN. SHOW	SAN ANTONIO, TEXAS	0289
NATIONAL SPA & POOL ASSN. SHOW	HOUSTON, TEXAS	0290
020 MISSION OUTGOING		
FASHION & APPAREL MISSION TO DALLAS	DALLAS, TEXAS	0488
024 MISSION INCOMING		
BUYER RECRUITMENT-MONTREAL FUR FAIR	MONTREAL	0588
INTERNATIONAL INTERIOR DESIGN EXPOSITION	TORONTO	0988
INTERNATIONAL INTERIOR DESIGN EXPOSITION	TORONTO	0989
BUYER RECRUITMENT-MONTREAL FUR FAIR	MONTREAL	0589
Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.		
010 FAIRS		
INTERNATIONAL HEATING, A/C & REFRIG. SHOW	DALLAS, TEXAS	0189
INTERNATIONAL HEATING, A/C AND REFRIG. SHOW	DALLAS, TEXAS	0190

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 605 DETROIT

Country: 577 UNITED STATES OF AMERICA

MORE THAN 30% OF U.S. AUTO PROD'N OCCURS IN MICHIGAN/INDIANA. THE TRANSP'N EQPT IND. EMPLOYS ALMOST 500,000 PEOPLE REPRESENTING HALF OF ALL MFTG EMPLOYEES. ALSO, MICHIGAN IS ONE OF THE TOP TEN U.S. PROD'RS OF MAJOR AGRI. PRODS INCL. CHERRIES, APPLES AND CAULIFLOWER & A LEADER IN THE MFT. OF OFFICE FURN., PROCESSED FDS & CHEMICALS. INDIANA EXCELS IN RECREAT'L VEHICLES, MED. EQPT., PHARMACEUTICALS & COMMUN'NS ELECTS. MICHIGAN & INDIANA HAVE ESTABLISHED THEMSELVES AS NAT'L CENTRES OF "NEW PRODUC'N TECH.". ANALYSTS IN THE FIELD EXPECT THE EVENTUAL FLOURISHING OF THE CLUSTER OF ROBOTICS & AUTOMATION FIRMS IN METRO. DETROIT/ANN ARBOR, INDIANAPOLIS & OTHER REG'L CENTRES. WITH THIS RE-EMERGENCE WLD BE NUMEROUS OPPORT. FOR CDN SUPPLIERS. DUE TO CDA'S GEOGRAPHIC PROXIMITY TO THE U.S. AUTO. MFTG CENTRES STRESSING "JUST-IN-TIME" INVENTORY SYSTS, WE ARE WELL-PLACED TO CONTINUING EXPRTG 80% OF OUR AUTO. SECTOR OUTPUT TO THIS TERRITORY. WE ARE FOCUSING ON PROSPECTS FOR PARTS PRODUCERS UTILIZING PLASTIC & RUBBER MATERIALS. OF CONCERN IS THE ANTICIPATED AUTO IND. PROD'N OVER-CAPACITY OF THE EARLY '90'S. IN ORDER TO MEET THE COMING CHALLENGES, CDN AUTO. MFTRS MUST IMPROVE THEIR COMPETITIVENESS & CAPABILITIES. WE WILL ASSIST CDN PROD'RS THROUGH THE ENCOURAGEMENT OF NEW TECH. ACQUISITION & IMPROVED QUALITY CONTROL PROCEDURES. CDA CURRENTLY PROD. ONLY 2% OF THE \$60 BN U.S. AUTO. AFTERMARKET. WE WILL ATTEMPT TO INCREASE OUR MKT SHARE. IN DEFENCE PROGS, THIS TERRITORY IS CONSISTENLY RATED IN THE TOP THREE IN TERMS OF GLOBAL CDN DEFENCE PROD'N EXPORT REVENUE. THE LIGHT ARMORED VEHICLE MFTD BY GM CDA HAS BEEN THE MAJOR CONTRIBUTOR, BUT OTHER CDN FIRMS HAVE BEEN COMPETITIVE IN BIDDING ON & WINNING CONTRACTS FOR TIRES, SHOCK ABSORBERS, ELECTRICAL COMPONENTS AND OTHER SPARE PARTS FOR U.S. MILITARY VEHICLES. UNFORTUNATELY, THE U.S. SMALL BUSINESS SET ASIDES PROG. IS EFFECTIVELY PRECLUDING MANY CDN FIRMS FM BIDDING ON NUMEROUS MILITARY SOLICITATIONS. WE ENVISAGE SEVERAL OTHER SECTORS AS OFFERING SPECIAL EXPORT/INVESTMT OPPORT. INCLUDING COMMUNICATIONS & INFORMATICS, ELECTRONICS EQPT SRVCS, CONSULTING SRVCS, APPAREL, FURNITURE, MFTG & MATERIALS HANDLING EQPT. & ESPECIALLY URBAN TRANSIT EQPT. OVERALL, THIS POST TERRITORY TO WHICH \$26 BN OF CDN GOODS & SERVICES WERE DESTINED LAST YEAR, SHOULD CONTINUE TO PROVIDE A MULTITUDE OF EXCELLENT PROSPECTS.

Export and Investment Promotion Planning System

REPT: SYN-GED 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: BY FAR, THE MAJOR MFTG. SECTOR IN THIS TERRITORY. AUTO PACT ASSURES MKT. ACCESS AND, WITH CONTINUING FAVOURABLE EXCHANGE RATE, WE ANTICIPATE SECTORAL DOMINANCE IN THE FUTURE.

2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: THIS TERRITORY INCLUDES 3 U. S. MIL'RY INSTAL'NS WITH COMBINED ANNUAL PROCUREMENT BUDGETS IN EXCESS OF U. S. \$7BN. OPPORT. EXIST FOR SUBCONTRACTING. MKT IS FIERCELY COMPETITIVE, BUT MANY SOLITITA'NS ARE REPEATED

3. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: CDN PRODS ARE OF HIGH QUALITY, & EXCHANGE RATE AIDS PRICE-COMPETITIVENESS. DEALERS/DISTS ARE LOOKING TO DIVERSIFY PROD. LINES, FAVOURING PRICE, DELIVERY TIME & AVAILABLE REPLACEMENT PARTS AS IMPORT. FACTORS.

4. 005 COMM. & INFORM. EQP. & SERV

REASONS: MICHIGAN HAS FASTEST GROWING ELECT. SECTOR IN USA. WITH A HIGH CONCENTRATION OF COS RESEARCHING & DVLPG' STATE-OF-THE-ART TECH FOR MFTG. APPLICATIONS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

2. 001 AGRI & FOOD PRODUCTS & SERVICE

3. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

4. 005 COMM. & INFORM. EQP. & SERV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3400.00M	\$ 3100.00M	\$ 3000.00M	\$ 3000.00M
Canadian Exports \$	350.00M	\$ 320.00M	\$ 311.00M	\$ 299.00M
Canadian Share of Import Market	10.00%	10.00%	10.00%	8.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	085 %
ii) 616 OTHER COUNTRIES	005 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) FISH AND SEAFOOD	\$ 38.00 M
ii) PROCESSED FOODS	\$ 136.00 M
iii) ALCOHOL	\$ 146.00 M

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:

- No factors reported by mission

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
- competitive export pricing for this market
- strong sectoral capability in Canada

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: MEETING WITH LOCAL FOOD BROKERS AND DISTRIBUTORS TO DETERMINE MARKET NICHES FOR CANADIAN PRODUCTS.

Results Expected: SEVERAL NEW CANADIAN FIRMS ENTERING THE MARKET.

Activity: DEVELOPMENT OF POST INITIATED FOOD SHOW, SIMILIAR TO BUFFALO PROGRAM, FEATURING 30 CANADIAN FOOD PRODUCTS MANUFACTURERS.

Results Expected: EXPOSURE OF NEW PRODUCTS TO AGENTS, WHOLESALERS, DISTRIBUTORS, FOOD STORE PURCHASING PERSONNEL IN TERRITORY.

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: DEVELOPMENT OF "CANADA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

Results Expected: STRENGTHENED PUBLIC AWARENESS OF WIDE VARIETY OF CANADIAN FOODSTUFFS ALREADY AVAILABLE TO THEM.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 016 AGRICULTURE MACH. EQUIP. TOOLS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	400.00M	\$ 460.00M	\$ 470.00M	\$ 480.00M
Canadian Exports \$	52.00M	\$ 60.00M	\$ 65.00M	\$ 70.00M
Canadian Share of Import Market	13.00%	13.00%	13.80%	14.60%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 265 JAPAN	015 %
iii) 128 GERMANY WEST	003 %
iv) 237 ITALY	002 %
v) 616 OTHER COUNTRIES	001 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) NO TILLAGE PLANTING EQUIPMENT	\$ 12.00 M
ii) COMBINATION EQUIPMENT (DISC/DIESEL PLOWS)	\$ 9.00 M
iii) IMPLEMENTS COMPATIBLE WITH ALL-TERRAIN VEHICLES	\$ 5.00 M
iv) SMALL TRACTORS	\$ 5.00 M
v) SPRAYERS	\$ 5.00 M
vi) SNOWBLOWER/LAWNMOWERS	\$ 4.00 M
vii) HAYING MACHINERY	\$ 4.00 M
viii) REPLACEMENT PARTS	\$ 10.00 M
ix) IRRIGATION EQUIPMENT	\$ 5.00 M
x) POULTRY FEEDERS	\$ 4.00 M

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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

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

- a lack of interest in the market on the part of Canadian exporters
- other factor(s) described by the Trade Office as follows:

REAL DEMAND OVERALL IS HALF WHAT IT WAS IN 1981. SUCCESSFUL ENTRY INTO U. S. MARKET REQUIRES UNIQUE PRODUCTS WITH LOTS OF VALUE ADDED COMPETITIVE PRICING, GOOD DISTRIBUTION AND READILY AVAILABLE REPLACEMENT PARTS.

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
- use of Canadian Government 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: PARTICIPATION IN BOTH THE MICHIGAN EQUIPMENT DEALERS ASSN. ANNUAL CONVENTION/TRADE SHOW AND THE INDIANA IMPLEMENT DEALERS ASSN. ANNUAL CONVENTION/I11-IN. FARM IMPLEMENT SHOW.

Results Expected: MEET WITH DEALERS AND ENCOURAGE INTEREST IN CONSIDERING CANADIAN PRODUCT LINES.

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: TARGET A GROUP OF APPROX. 6 MAJOR DEALERS FROM MICHIGAN & INDIANA FOR PARTICIPATION IN A MISSION TO SOUTHWESTERN ONTARIO FOR ONE-ON-ONE MEETINGS WITH CANADIAN SUPPLIERS.

Results Expected: CONSIDERATION OF NEW CANADIAN SHORT LINE EQUIPMENT.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	580.00M	\$ 570.00M	\$ 565.00M	\$ 500.00M
Canadian Exports \$	250.00M	\$ 285.00M	\$ 283.40M	\$ 265.00M
Canadian Share of Import Market	50.00%	50.00%	50.00%	50.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	098 %
ii) 232 ISRAEL	000 %
iii) 224 IRELAND	000 %
iv) 051 UNITED KINGDOM	000 %
v) 507 SWEDEN	000 %
vi) 354 NETHERLANDS	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) ARMORED VEHICLES	\$ 200.00 M
ii) SONOBUDYS	\$ 30.00 M
iii) AUTOMOTIVE PARTS	\$ 25.00 M
iv) VEHICLE HEATERS	\$ 0.00 M
v) SPECIALIZED TRUCKS/TRAILERS	\$ 0.00 M
vi) ELECTRONIC COMPONENTS	\$ 15.00 M
vii) VEHICLE NAVIGATION SYSTEMS	\$ 0.00 M
viii) PNEUMATIC TIRES	\$ 4.50 M
ix) AVIONICS EQUIPMENT	\$ 0.00 M
x) OVER-SNOW VEHICLES	\$ 0.00 M

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

i) Project Name: ARMORED FAMILY OF VEHICLES (SUBCONTRACTING)

Approximate Value: \$ 200000 M

Financing Source: 012 DOM

For further info. please contact:

D. SHEARER, (313)965-2811, K. BARNABY (613)996-0639

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

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.

ii) Project Name: M1 ABRAMS MAIN BATTLE TANK (SUBCONTRACTING)

Approximate Value: \$ 12000 M

Financing Source: 012 DOM

For further info. please contact:

D. SHEARER, (313)965-2811, K. BARNABY (613)996-0639

iii) Project Name: 5-TON TRUCK PROCUREMENT (SUBCONTRACTING)

Approximate Value: \$ 1000 M

Financing Source: 012 DOM

For further info. please contact:

D. SHEARER, (313)965-2811, K. BARNABY (613)996-0639

iv) Project Name: PALLETIZED LOADING SYSTEM (SUBCONTRACTING)

Approximate Value: \$ 500 M

Financing Source: 012 DOM

For further info. please contact:

D. SHEARER, (313)965-2811, K. BARNABY (613)996-0639

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

- exports of certain products or services to this country are subject to Canadian export controls

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

- non competitive pricing
- non-tariff protectionist measures which are difficult to overcome

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

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.

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: AT THE U.S. ARMY TANK AUTOMOTIVE COMMAND WORKING GROUP, EST. IN '86 TO IDENTIFY & RECOMMEND POTENTIAL PROJECTS FOR FUNDING UNDER THE DEFENCE DEV. SHARING AGREEMENT. WE WILL WORK CLOSELY WITH THIS GROUP TO KEEP ABREAST OF DEV. & TO INFORM THE ARMY OF CDN CAPAB'S

Results Expected: ADDITIONAL OPPORTUNITIES FOR CDN CO. TO PARTICIPATE IN U.S. MILITARY R&D PROJ. WITH POSSIBILITY OF SUBSEQUENT PRODUCTION AND SALES.

Activity: DEVELOP CLOSER CONTACT WITH SENIOR PROCUREMENT AND RESEARCH/DEVELOPMENT/ENGINEERING PERSONNEL AT THE NAVAL AVIONICS CENTER AND NAVAL WEAPONS SUPPORT CENTER IN INDIANA.

Results Expected: INCREASED AWARENESS AMONG CENTER'S PERSONNEL OF THE DDSA & DPSA. BETTER KNOWLEDGE ON OUR PART OF PROCUREMENT/PRODUCTION & DEVELOPMENT OPPORTUNITIES FOR CDN BUSINESS.

Activity: CONTINUE TO IDENTIFY & CULTIVATE KEY CONTACTS AT COMPANIES INVOLVED IN U.S. MILITARY PRODUCTION AT BOTH PRIME CONTRACTOR & MAJOR SUBCONTRACTOR LEVELS. WE WILL INTRODUCE THOSE CONTACTS TO CANADIAN BUSINESS & GOVERNMENT REPRESENTATIVES AS APPROPRIATE.

Results Expected: INCREASED SUBCONTRACTING OPPORTUNITIES FOR CANADIAN COMPANIES.

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: COMPUTERIZE PROFILES OF U.S. GOVERNMENT AND DEFENCE INDUSTRY CONTACTS AND PROCUREMENT REQUIREMENTS AND POLICIES.

Results Expected: WILL ENABLE CANADIAN COMPANIES TO TARGET POTENTIAL MARKETS MORE ACCURATELY.

Activity: DEVELOP CLOSER WORKING RELATIONSHIP WITH OFFICE OF THE TACOM COMPETITION ADVOCATE.

Results Expected: INCREASED CONSIDERATION GIVEN BY THE ARMY TO CANADIAN SUPPLY SOURCES.

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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: ORGANIZE VISIT TO OTTAWA (DEA, CCC, DRIE, DND,) FOR MEMBERS OF DDSP WORKING GROUP FROM TACOM.

Results Expected: ENHANCE DDSA AS KEY INTERNATIONAL AGREEMENT;
RAISE MEMBER'S AWARENESS OF CANADIAN CAPABILITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2760.00M	\$ 2575.00M	\$ 2300.00M	\$ 2070.00M
Canadian Exports \$	170.00M	\$ 159.00M	\$ 146.00M	\$ 140.00M
Canadian Share of Import Market	6.20%	6.20%	6.40%	6.80%

Major Competing Countries	Market Share
i) 265 JAPAN	050 %
ii) 609 EUROPEAN COMMON MARKET C	012 %
iii) 434 TAIWAN	008 %
iv) 268 KOREA	006 %
v) 467 SINGAPORE	006 %
vi) 577 UNITED STATES OF AMERICA	013 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) OFFICE AUTOMATION/DATA PROCESSING	\$ 48.00 M
ii) TELECOMMUNICATIONS	\$ 45.00 M
iii) ROBOTICS/ARTIFICIAL INTELLIGENCE	\$ 19.00 M

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

i) Project Name: CHRYSLER JEFFERSON AVENUE ASSEMBLY
COMPLEX

Approximate Value: \$ 1000 M
Financing Source: 012 DOM
For further info. please contact:
D. BINGEMAN, 313-965-2811

ii) Project Name: GENERAL MOTORS SATURN PROJECT

Approximate Value: \$ 3100 M
Financing Source: 012 DOM
For further info. please contact:
D. BINGEMAN, 313-965-2811

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: COMPLETED A MAILING IN MID SEPT. /86 TO SIXTY FIRMS INVOLVED IN ALL ASPECTS OF ELECTRONICS. THIS INITIATIVE WILL BE CONTINUOUSLY REVIEWED AND EXPANDED.

Results Expected: GAIN INSIGHTS INTO MARKET FM DIRECT COMMUNICATIONS WITH DECISION-MAKERS. INCREASE KNOWLEDGE OF CDN GOODS/SERV. & INVESTMENT CLIMATE. INCREASE CDN CONTENT IN U.S. PRODUCTS.

Activity: VISITS TO DISTRIBUTORS, REPRESENTATIVES AND MANUFACTURING FIRMS.

Results Expected: GAIN FIRSTHAND KNOWLEDGE OF MARKET & INCREASE OVERALL CANADIAN CONTENT IN TERRITORY.

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: FOLLOW-UP ON DEC. /86 CANADIAN INVESTMENT AND SOURCING SEMINAR IN ANN ARBOR, MICHIGAN.

Results Expected: IDENTIFICATION OF PROSPECTIVE JOINT VENTURE PARTNERS AND LICENSING AND SALES OPPORTUNITIES.

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: SEMINAR IN CONJUNCTION WITH THE COMPUTER AND AUTOMATED SYSTEMS ASSOCIATION OF SOCIETY OF MANUFACTURING ENGINEERS (CASA/SME) SEPT. /87.

Results Expected: TARGETING A SECTOR-SPECIFIC ORGANIZATION SUCH AS CASA/SME INCREASES EXPOSURE OF CANADA AS A SUPPLIER AND/OR INVESTMENT OPPORTUNITY.

Activity: COMPILE PROFILE LISTING OF ROBOTIC AND ARTIFICIAL INTELLIGENCE FIRMS IN THE TERRITORY FOR DISSEMINATION TO POTENTIAL CANADIAN SUPPLIERS.

Results Expected: WILL SERVE AS REFERENCE GUIDE FOR POTENTIAL EXPORTERS TO THE TERRITORY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS. EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 99000.00M	\$99000.00M	\$99000.00M	\$99000.00M
Canadian Exports	\$ 22600.00M	\$22500.00M	\$21300.00M	\$19400.00M
Canadian Share of Import Market	13.60%	13.60%	13.60%	13.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 265 JAPAN	020 %
iii) 609 EUROPEAN COMMON MARKET C	006 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are
good market prospects

Current Total Imports

i) AUTOMOBILE	In Canadian \$
ii) TRUCKS	\$ 11400.00 M
iii) ENGINE PARTS	\$ 5000.00 M
iv) OTHER AUTO PARTS	\$ 1500.00 M
	\$ 3000.00 M

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

- i) Project Name: MAZDA, FLAT ROCK, MICHIGAN
Approximate Value: \$ 670 M
Financing Source: 028 TO/DETER
For further info. please contact:
P. ROBERTSON, (313) 965-2811

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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:
LACK OF A FULL UNDERSTANDING OF THE AUTOMOTIVE INDUSTRY AND THE REQUIREMENTS WHICH MUST BE MET IN ORDER TO QUALIFY AS A SUPPLIER (IE. SPC. JIT. CAD/CAM. ETC.)

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
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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: REVIEW AND INTERVIEW AGENTS/REPS FOR THE AUTOMOTIVE SECTOR.

Results Expected: - ACQUIRE A "SHORT LIST" OF QUALITY REPRESENTATIVES FOR USE BY CANADIAN FIRMS IN MICHIGAN /INDIANA.

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: GATHER MARKET INTELLIGENCE ON AUTOMOTIVE JOINT VENTURE COMPANIES IN CANADA/U. S. A.

Results Expected: MONITOR THE EFFECT THESE FIRMS WILL HAVE ON IMPORT/EXPORT STATISTICS VS. THE NORTH AMERICAN PARTS MFRS. AND AUTO COMPANIES.

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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: REPORT ON REACTION OF CANADIAN MFRS. TO IMMIGRANT FIRMS NOT MEETING AUTO PACT REQUIREMENTS RE CANADIAN CONTENT.

Results Expected: CONTRIBUTE TO OTTAWA POLICY FORMULATION IN THIS IMPORTANT AREA.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 082 URBAN TRANSIT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	48.50M	\$ 50.30M	\$ 54.00M	\$ 48.20M
Canadian Exports \$	26.00M	\$ 30.00M	\$ 24.00M	\$ 15.00M
Canadian Share of Import Market	53.60%	59.60%	44.40%	31.10%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 128 GERMANY WEST	010 %
iii) 507 SWEDEN	005 %
iv) 616 OTHER COUNTRIES	003 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

60-100 \$M

Current status of Canadian exports:

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) BUSES	\$ 18.00 M
ii) COMMUNICATIONS EQUIPMENT	\$ 5.00 M
iii) SOFTWARE (SCHEDULING ETC.)	\$ 2.00 M
iv) BUS SHELTERS	\$ 1.00 M
v) REPLACEMENT PARTS	\$ 1.00 M
vi) PASSENGER COUNTERS	\$ 0.00 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
PROTECTIONIST "BUY AMERICA" LEGISLATION - LACK OF UMTA FUNDING FOR OPERATIONAL COSTS ASSOCIATED WITH TRANSIT AUTHORITIES.

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
- 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: FOLLOW-UP VISITS TO LOCAL TRANSIT AUTHORITIES AS WELL AS STATE DEPARTMENTS OF TRANSPORTATION.

Results Expected: IDENTIFY POTENTIAL PROJECTS AND UPCOMING PROCUREMENT CONTRACTS.

Activity: DIRECT MAILING TO CANADIAN COMPANIES RE UPCOMING PROCUREMENT CONTRACTS AND GENERAL OPPORTUNITIES AVAILABLE IN TERRITORY.

Results Expected: INCREASED NUMBER OF CANADIAN COMPANIES BIDDING ON PROJECTS/SUCCESSFUL SALES.

Activity: TARGETED VISIT TO TTC IN TORONTO AND D.C. TRANSPD FOR THE IPTC SENIOR OFFICIALS - RE: BUSWAY POSSIBILITIES OR ALTERNATIVELY LIGHT RAIL PROJECT FOR N.E. QUADRANT OF MARION COUNTY.

Results Expected: SERIOUS CONSIDERATION TO USE OF CANADIAN TECHNOLOGY DURING CONSTRUCTION PROCUREMENT PHASE.

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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: DINNER/RECEPTION FOR MAYOR OF DETROIT, UTDC STAFF, KEY TRANSIT OFFICIALS IN CONJUNCTION WITH AUG. 17/87 - OFFICIAL OPENING OF DETROIT PEOPLE MOVER PROJECT.

Results Expected: POTENTIAL ANNOUNCEMENT OF MAJOR LONG TERM CAPITAL PROJECTS ENVISIONED FOR DETROIT/S. E. MICHIGAN.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 134 LEISURE PROD. TOOLS HARDWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	80.00M	\$ 75.00M	\$ 70.00M	\$ 72.00M
Canadian Exports \$	8.10M	\$ 8.00M	\$ 8.50M	\$ 10.40M
Canadian Share of Import Market	10.00%	10.00%	12.00%	14.00%

Major Competing Countries

Market Share

- i) 577 UNITED STATES OF AMERICA
- ii) 616 OTHER COUNTRIES

088 %
002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

5-15 \$M

Current status of Canadian exports:

Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

- i) POWER BOATS
- ii) SPORT/FISHING BOATS
- iii) MARINE ACCESSORIES
- iv) SAILBOATS

\$ 3.00 M
\$ 1.50 M
\$ 1.50 M
\$ 2.00 M

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

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:

SAILBOATS HAVE NOT SOLD WELL IN THE MICHIGAN MARKET FOR THE PAST FOUR YEARS. ORIENTATION IS NOW TOWARD POWER CRAFT DUE TO DECREASE IN FUEL COSTS.

Export and Investment Promotion Planning System

MISSION: 605 DETROIT *

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:

- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market

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: VISIT MAJOR BOAT DEALERS/MARINAS IN METRO DETROIT AREA AND NORTHWEST LOWER PENINSULA OF MICHIGAN.

Results Expected: NEW ATTENDEES TO MAJOR CANADIAN BOAT SHOWS.
NEW AGENCY AGREEMENTS FOR CANADIAN MANUFACTURERS.

Activity: CONTACT CANADIAN POWER BOAT MANUFACTURERS IN EFFORT OF PLACE THEIR PRODUCT WITH APPROPRIATE DEALERS.

Results Expected: THREE NEW CANADIAN EXPORTERS TO TERRITORY.

Activity: PROMOTE ATTENDANCE BY CANADIAN MANUFACTURERS AT MICHIGAN BOAT SHOW, LARGEST IN-WATER EXHIBIT IN U.S.

Results Expected: EXPOSURE OF NEW CANADIAN EXPORTERS TO A SOPHISTICATED MARKETPLACE.

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: PRODUCT SEMINAR TARGETTED TO YACHT BROKERS, MARINA OWNERS AND BOAT DEALERS. SEMINAR WOULD BE EVENT-ORIENTED, IE. SCHEDULED PRIOR TO PORT HURON-TO-MACKINAC YACHT RACE.

Results Expected: RAISE PROFILE OF CDN ENTRIES & CDN-BUILT BOATS. DEVELOP DIRECT SALES OR AGENCY AGREEMENTS AMONG ATTENDEES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 135 FURNITURE & APPLIANCES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 160.00M	\$ 140.00M	\$ 100.00M
Canadian Exports \$	18.00M	\$ 15.00M	\$ 13.70M	\$ 10.00M
Canadian Share of Import Market	10.00%	10.00%	10.00%	10.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	085 %
ii) 237 ITALY	003 %
iii) 112 FRANCE	002 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CONTRACT FURNITURE	\$ 7.00 M
ii) RESIDENTIAL FURNITURE	\$ 4.00 M
iii) ACCESSORIES (EG. LAMPS)	\$ 2.00 M
iv) CARPETING	\$ 2.00 M

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:

- No factors reported by mission

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

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
- 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: COMPLETE FOLLOW-UP OF LOCAL ATTENDEES TO MONTREAL FURNITURE MART AND INTERNATIONAL INTERIOR DESIGN EXHIBITION.

Results Expected: NEW CANADIAN EXPORTERS.

Activity: CONTINUE SPECIALIZED SOURCING FOR MAJOR LOCAL DEPARTMENT STORE'S HOME FURNISHINGS DIVISION.

Results Expected: SEVERAL NEW PRODUCT LINES TO BE INTRODUCED TO THIS MARKET.

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 LIAISON WITH LOCAL CHAPTER OF AMERICAN SOCIETY OF INTERIOR DESIGNERS (ASID).

Results Expected: NEW ATTENDEES TO CANADIAN INTERIOR DESIGN AND RESIDENTIAL FURNITURE TRADE SHOWS.

Activity: ARRANGE SEMINAR HEADLINING CANADIAN FURNITURE DESIGNERS, MANUFACTURERS AND INTERIOR DESIGNERS. TO BE HELD IN COOPERATION WITH LOCAL CHAPTER OF ASID.

Results Expected: GREATER AWARENESS OF CDN MANUFACTURERS AND DESIGN. CREATE OPPORTUNITIES TO SPECIFY CDN PRODUCTS.

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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 MARKET DATA (SALES, OUTLETS, MARKET SERVED, PRICE POINT) ON MAJOR FURNITURE RETAILERS IN TERRITORY.

Results Expected: PREPARATION OF "MARKET DIRECTORY" TO BE SENT TO CANADIAN FIRMS WITH EXPORT INQUIRIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 151 BUILDING PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	580.00M	\$ 550.00M	\$ 521.00M	\$ 498.00M
Canadian Exports \$	150.00M	\$ 132.00M	\$ 119.00M	\$ 101.00M
Canadian Share of Import Market	26.00%	24.00%	23.00%	20.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	099 %
ii) 075 CANADA	000 %
iii) 499 SPAIN	000 %
iv) 349 MEXICO	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) ENGINEERED PROTECTIVE SHELTER	\$ 5.00 M
ii) INSULATION-FIBERGLASS POLYACETATE	\$ 13.80 M
iii) ALUMINUM AND WOOD STRUCTURES	\$ 14.00 M

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

i) Project Name: DETROIT PLAZA HOTEL
Approximate Value: \$ 125 M
Financing Source: 023 EDC
For further info. please contact:
PETER J. WRIGHT, 313-965-2811

ii) Project Name: CHRYSLER-JEFFERSON AVENUE ASSEMBLY PLANT
Approximate Value: \$ 200 M
Financing Source: 023 EDC
For further info. please contact:
PETER J. WRIGHT, 313-965-2811

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

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: GENERAL MOTORS ST. REGIS HOTEL EXPANSION
 Approximate Value: \$ 120 M
 Financing Source: 023 EDC
 For further info. please contact:
 PETER J. WRIGHT, 313-965-2811

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 moderate

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
 LACK OF AWARENESS OF COST OF DOING BUSINESS OR EXTENT OF FINANCING REQUIRED. THIS IS PARTICULARLY NOTED ON BUILDING PROJECTS WHERE, FOR EXAMPLE, SUPPLIERS NORMALLY CARRY ACCOUNT 90-120 DAYS.

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
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: FIELD VISITS TO BUILDING MATERIAL DISTRIBUTORS, WHOLESALERS AND/OR MAJOR CHAINS. THESE INCLUDE: CONTRACTORS EQUIPMENT, MICHIGAN BARRICADING EQUIP. & ANDERSON CONSTRUCTION EQUIPMENT.

Results Expected: SEVERAL GOOD CONTACTS FOR CDN PRODUCT LINES.
 ASSIST SUPPLIERS TO BECOME FAMILIAR WITH
 CANADIAN PRODUCT LINES.

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: INDIVIDUAL VISITS TO KEY CONTRACTORS TO ADVANCE PRODUCT ACCEPTANCE. THESE INCLUDE CONTRACTORS FOR CHRYSLER-JEFFERSON PLANT - NEW DOWNTOWN PLAZA HOTEL.

Results Expected: SOME SPECIFICATION OF PRODUCT ON "JOBS". SOME SUPPLY/SALE TO "BID" CONTRACTORS. IDENTIFICATION OF PRODUCT WITH STRUCTURAL & MECHANICAL ENGINEERS.

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: VISITS TO KEY CENTERS & CONTACT WITH PEOPLE IN CONSTRUCTION PROGRAMS. THESE INCLUDE HEADQUARTERS OF CONSTRUCTION ASSOCIATION, CONSTRUCTION SPEC. INSTITUTE & S. E. M. BUILDERS ASSOCIATION.

Results Expected: KNOWLEDGE OF MAJOR ACTIVITIES OR PROJECTS PLANNED THAT HAVE POTENTIAL FOR DIRECT BID BY CANADIAN SUPPLIER.

Activity: VISIT TO HEADQUARTERS OF ENGINEERING SOCIETY OF DETROIT AND MICHIGAN, VISIT TO SOCIETY OF MANUFACTURERS' REPS. AND ATTENDANCE AT MEETINGS OF SAME.

Results Expected: LOOK FOR CONTACTS IN ENGINEERING SECTOR THAT WOULD BENEFIT CDN COMPANIES OPERATING IN THIS MARKET. EXTEND CONTACTS IN S. M. R.

Activity: VISIT MAJOR CONSTRUCTION PROJECTS OUT-STATE, IN TERRITORY AND TOLEDO & INDIANA, TO IDENTIFY KEY PEOPLE AND COMPANIES INVOLVED.

Results Expected: ESTABLISH CONTACT WITH OPERATING PERSONNEL IN KEY PROJECTS. IDENTIFY TREND IN PRODUCTS AND EQUIPMENT USED AS THEY RELATE TO CANADIAN SUPPLIERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 605 DETROIT

Market: 577 UNITED STATES OF AMERICA

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 161 MANUFACT & MATERIAL PLANT, EGP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	76.10M	\$ 74.60M	\$ 72.30M	\$ 69.40M
Canadian Exports \$	20.00M	\$ 19.20M	\$ 17.50M	\$ 14.60M
Canadian Share of Import Market	26.00%	26.00%	25.00%	22.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	099 %
ii) 075 CANADA	000 %
iii) 128 GERMANY WEST	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) MOLD MAKING	\$ 20.00 M
ii) MACHINE TOOL	\$ 15.00 M
iii) ROBOTICS	\$ 8.00 M
iv) AUTOMATION	\$ 6.00 M

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

i) Project Name: NEW TOOLING IN AUTO PLANTS
Approximate Value: \$ 5 M
Financing Source: 012 DOM
For further info. please contact:
PETER J. WRIGHT, (313)965-2811

ii) Project Name: AUTOMATION OF EXISTING PLANTS
Approximate Value: \$ 6 M
Financing Source: 023 EDC
For further info. please contact:
PETER J. WRIGHT, (313)965-2811

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

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: IN-PLANT FACILITIES -DOCK LOADING AND
LINE FEED

Approximate Value: \$ 4 M.

Financing Source: 025 OTHER

For further info. please contact:

PETER J. WRIGHT, (313)965-2811

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:

- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries

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

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

Activity: CONCERTED EFFORT WITH LEADING MATERIAL HANDLING DISTRIBUTORS TO LOCATE AND SELL SAME ON AVAILABLE CANADIAN PRODUCTS.

Results Expected: SEVERAL DISTRIBUTORS/DEALER APPOINTMENTS OF MATERIAL HANDLING EQUIPMENT.

Activity: FOLLOW-UP PROMOTION WITH LEADING DISTRIBUTORS, DEALERS AND AGENTS OF MACHINERY, METAL FABRICATIONS AND EQUIPMENT TO REPRESENT AND DISTRIBUTE CANADIAN PRODUCTS.

Results Expected: CANADIAN REPRESENTATION TO LEADING PURCHASERS OF NEW MACHINERY PLANT AND EQUIPMENT.

Export and Investment Promotion Planning System

MISSION: 605 DETROIT

COUNTRY: 577 UNITED STATES OF AMERICA

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: AGGRESSIVE SEARCH FOR PRODUCT REPRESENTATION IN TERRITORY.

Results Expected: NEW AGENCY/DISTRIBUTION APPOINTMENTS.

Activity: MAILING UP-DATE ON CANADIAN INDUSTRY OFFERING TO REPRESENTATIVE CROSS-SECTION OF INDUSTRY SECTOR.

Results Expected: NEW LEADS FOR CANADIAN PRODUCT SUPPLIER.
INFORMATION FEED-BACK ON PRODUCT ACCEPTANCE.

Activity: EXPLORE SUB-SECTORS THAT RELATE TO PLANT FACILITIES AND ENGINEERING TO TEST PRODUCT POTENTIAL, FOR INSTANCE, AIR MOVEMENT SYSTEMS.

Results Expected: OBTAIN KNOWLEDGE OF COMMODITY SECTOR AND MARKET POTENTIAL.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 605 DETROIT		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
MICHIGAN AND GREAT LAKES FOOD SERVICE SHOW, DETROIT	DETROIT	0487
ONTARIO FOOD SHOW, DEARBORN, MICHIGAN, USA	DEARBORN, MICH.	0288
MICHIGAN FOOD AND BEVERAGE EXPO, DETROIT, MICHIGA	DETROIT	0987
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING		
DEFENCE MARKETING SEMINAR IN DETROIT, MICH., USA	DETROIT	0487
024 MISSION INCOMING		
DEFENCE/AEROSPACE MISSION FROM MICHIGAN		1087
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
BUSINESS EXPO - DETROIT, MICH.,	DETROIT	1187
PROGRAMMABLE CONTROLLERS CONF. DETROIT, MICH., USA	DETROIT	0487
024 MISSION INCOMING		
BUYERS FROM US TO (ISA) INSTRUMENT SHOW, TORO	TORONTO	0487
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS		
MICHIGAN CITY BOAT SHOW, MICHIGAN CITY, INDIAN	MICHIGAN CITY	1087
MICHIGAN BOAT SHOW, MT. CLEMENS, MICH.	MT. CLEMENS, MICH.	0987
ANNUAL MIDWEST MANUFACTURED HOUSING RV SHOW, SOUT	SOUTH BEND	0887
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING		
MISSION TO EXHIBIT AT MICHIGAN LUMBER & BUILDING MA	GRAND RAPIDS	0188
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
HOME, FLOWER AND FURNITURE SHOW DETROIT, MICHIGAN, USA	DETROIT	0388
CONTRACT CANADA-FURNITURE SOLO SHOW, DETROIT	DETROIT	1187
024 MISSION INCOMING		
MISSION FROM US TO FESTIVAL OF CANADIAN FASHION, TOR	TORONTO	0487
BUYERS FROM DETROIT TO NAT'L PRODUCTION SHOW - TO	TORONTO	0587
BUYERS FROM US TO CANEXUS SHOW TORONTO	TORONTO	0487

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 605 DETROIT		
Sector: 013 CONSUMER PRODUCTS		
024 MISSION INCOMING		
BUYERS FROM DETROIT TO	FURNITURE SHOW, MONTR	MONTREAL 1087
BUYERS FROM DETROIT TO	TORONTO FURNITURE SHOW	TORONTO 0188
Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.		
010 FAIRS		
CONSTRUCTION SPECIFICATION	INSTITUTE - DETROIT	DETROIT 0687
AMERICAN FEED INDUSTRIES SHOW,	INDIANAPOLIS	INDIANAPOLIS 0487
OHMCON-REGIONAL ELECTRONIC REPA	SOC. SHOW, DETROIT, M	DETROIT 1087
024 MISSION INCOMING		
BUYERS FROM DETROIT TO CDN	MACHINE TOOL SHOW, TO	TORONTO 1087
MATERIALS HANDLING AND	DISTRIBUTION SHOW, TO	TORONTO 0987
Sector: 017 SERVICE INDUSTRIES		
010 FAIRS		
SOCIETY OF MANUFACTURING	ENGINEERS - DETROIT	DETROIT 0587
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 605 DETROIT		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
MICHIGAN EQPT DLRS ASSOC. ANNUAL	CONV. & TRADE SHOW	LANSING 0289
ILLINOIS/INDIANA FARM EQUIPMENT	SHOW	INDIANAPOLIS 1289
020 MISSION OUTGOING		
OUTGOING FOOD MANUFACTURERS	MISSION	DETROIT 0389
OUTGOING AGRICULTURAL	MISSION	MICHIGAN 0988
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING		
OUTGOING DEFENCE PRODUCTS	MISSION	DETROIT 1088
DEFENCE PRODUCTS SEMINAR		DETROIT 1188
DEFENCE PRODUCTS SEMINAR		INDIANA 0588
OUTGOING DEFENCE PRODUCTS	MISSION	WARREN/DETROIT 0688
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING		
INT'L PROGRAMMABLE CONTROLLERS	EXPOSITION	DETROIT 0489

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 605 DETROIT		
Sector: 005 COMM. & INFORM. EQP. & SERV		
020 MISSION OUTGOING		
AUTOFACT '87	DETROIT	1188
INT'L PROGRAMMABLE CONTROLLERS EXPOSITION	DETROIT	0488
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS		
SOCIETY OF AUTOMOTIVE ENGINEERS	DETROIT	0289
ROBOTICS INDUSTRIES ASSOC.	DETROIT	0688
024 MISSION INCOMING		
TORONTO BOAT SHOW BUYERS MISSION		0190
TORONTO BOAT SHOW BUYERS MISSION	MICHIGAN	0189
Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV		
010 FAIRS		
ADVANCED COMPOSITES CONFERENCE	DEARBORN	1189
Sector: 013 CONSUMER PRODUCTS		
020 MISSION OUTGOING		
OUTGOING RESIDENTIAL FURNITURE MFRS. MISSION	TROY	0890
OUTGOING APPAREL MFRS. MISSION	DETROIT	0889
024 MISSION INCOMING		
MONTREAL FUR FAIR BUYERS MISSION	MICHIGAN	0389
INC. BUYERS MISS'N TO VISIT ONT/GUE. APPAREL MFRS.		0690
MONTREAL FUR FAIR BUYERS MISSION		0390
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS		
MICHIGAN PLUMBING AND MECHANICAL CONTRACTORS	DEARBORN	0289
CONSTRUCTION SPECIFICATIONS INSTITUTE	DETROIT	0689
CAM-EXPO	DETROIT	0488
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS		
SOCIETY OF MANUFACTURING ENGINEERS	DETROIT	0488
TOLEDO INDUSTRIAL EXPOSITION	TOLEDO	1088

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 606 LOS ANGELES

Country: 577 UNITED STATES OF AMERICA

CALIFORNIA IS EMERGING AS A MAJOR FORCE IN INT'L TRADE, NOW PURCHASING OVER \$5BN A YEAR DIRECTLY FM CDA, AND MOST LIKELY A SIMILAR VALUE INDIRECTLY. WITH SOME 20% OF CALIFORNIA'S IMPORT MKT, CDA IS WELL POSITIONED TO TAKE ADVANTAGE OF THE IMPORT BOOM WHICH HAS SEEN A DOUBLING OF IMPORTS BY THIS STATE OVER THE PAST 3 YEARS. HOWEVER THE TRUE VALUE OF CALIFORNIA TO CDA'S ECONOMIC & TRADE INTERESTS MAY WELL LIE IN THE VIRTUALLY UNPRECEDENTED GROWTH OF THE REG'N, & IN THE GROWING DOMESTIC AWARENESS OF THE WORLD MARKETPLACE. REAL GROWTH OF THE STATE'S ECONOMY IS FORECAST AT 4.5 AND 4.2% FOR THE NEX TWO YRS, BRINGING THE GROSS STATE PROD. TO SOME \$780 BN IN '86, COMPARED TO \$16 BN IN '84. THIS CONTRASTS SHARPLY TO CALIFORNIA'S EXP. PERFORMANCE WHICH HAS GROWN LITTLE SINCE 1980 & WILL STAND AT SOME \$10 BN FOR '86. THIS PHENOMENAL GROWTH IN THE STATE'S ECONOMY & ITS INT'L PERSPECTIVE HAS SPURRED A MAJOR MIGRATION OF FINANCIAL & COMMER'L INSTITUTIONS INTO SOUTHERN CAL. THAT PROMISES TO RAISE L.A. TO RIVAL LONDON, NEW YORK & TOKYO AS A WORLD FINANCIAL CENTRE. AT THE SAME TIME, SAN DIEGO (POPULATION 2MN) AND ORANGE COUNTY (POP. 3MN) HAVE ESTABLISHED THEMSELVES AS IMPORTANT COMMER'L CENTRES, PARTICULARLY IN HIGH-TECH INDUSTRIES. LOOKING AHEAD, SOUTHERN CAL. IS EXPECTED TO LEAD ECONOMIC GROWTH IN THE U.S.A. THE DEFENSE SECTOR IN SOUTHERN CAL. HAS BEEN A MAJOR BENEFICIARY OF THE REAGAN ADMIN. MILITARY POLICIES (\$70 BN A YEAR) AND DESPITE GROWING CONCERN IN WASHINGTON ABOUT BUDGET DEFICITS AND MILITARY SPENDING, PROGRAMS APPROVED AND FUNDED IN THIS TERRITORY WILL SUSTAIN ACTIVITY THROUGH THE FORECAST PERIOD. ELECTRONICS, ANOTHER HIGH GROWTH SECTOR OF THE 1980'S, IS EXPECTED TO UNDERGO A PERIOD OF SOMEWHAT RESTRAINED GROWTH, BUTH GROWTH NEVERTHELESS. EQUALLY INDUSTRY RATIONALIZATION AND MATURATION IS UNLIKELY TO RESTRICT OPPORT. FOR SIGNIFICANT EXPANSION OF CDN PRESENCE IN THE MKT. TRANSPORTATION IS ALSO AN AREA OF MAJOR OPPORT., DRIVEN BY THE DEVELOPMENT OF TWO MASS TRANSIT SYSTEMS IN LOS ANGELES, AND THE C-17 MILITARY TRANSPORT CONTRACTS WON BY MCDONNELL DOUGLAS.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: U. S. MILITARY BUILD UP IS CONTINUING TO GENERATE INCREASED ACTIVITY AND S. CALIFORNIA CONTINUES TO BE A MAJOR BENEFICIARY.

2. 006 ELECTRONICS EQUIP. & SERV

REASONS: THE POST TERRITORY IS IN THE FOREFRONT OF DVLPMTS IN THE ELECT. IND. & WILL CONTINUE TO EMERGE FM BEHIND THE SHADOW OF SILICON VALLEY AS AN AREA FOR R&D AND MANUFACTURING.

3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: TRANSP. CONTINUES TO FOCUS ON THE PROJS TO DEVL P A LIGHT RAIL LINE TO LONG BEACH, & METRO RAIL. IN ADD'N CIVIL & MILITARY AVIATION IS A MAJOR EMPLOYER IN THE REGN, AND DVLPMTS CONTINUE, NOTABLY THE C-17, MD11&MD80.

4. 005 COMM. & INFORM. EQP. & SERV

REASONS: S. CALIFORNIA, WITH A RAPIDLY EXPANDING POPULATION & COMMER'L BASE IS EXPECTED TO HAVE CONTINUING LARGE SCALE REQUIRE'TS FOR COMMUNIC'N EQPT, PARTICULARLY IN THE AREA OF DATA TRANSMISSION.

5. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: AS A MAJOR IMPORTER OF FOREST PRODUCTS, S. CALIFORNIA AFFORDS AN ENORMOUS MARKET FOR ALL SUBSECTORS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 005 COMM. & INFORM. EQP. & SERV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 20950.00M	\$20561.00M	\$18380.00M	\$17150.00M
Canadian Exports	\$ 235.00M	\$ 220.00M	\$ 204.00M	\$ 182.00M
Canadian Share of Import Market	1.12%	1.14%	1.11%	1.06%

Major Competing Countries

Market Share

i) 620 EUROPE	000 %
ii) 011 AUSTRALIA	000 %
iii) 605 ASIA OR FAR EAST	000 %
iv) 370 NEW ZEALAND	000 %
v) 577 UNITED STATES OF AMERICA	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) TREE FRUITS	\$ 2.00 M
ii) PKGED GOODS -COOKIES, PASTA, HONEY, JAMS	\$ 1.00 M
iii) BEEF PRODUCTS	\$ 1.50 M
iv) PORK PRODUCTS	\$ 1.00 M
v) VINE FRUITS & BERRIES	\$ 0.50 M

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

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

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

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
- 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: COMPLETE MARKET STUDY ON HOW TO MARKET CANADIAN FOOD PRODUCTS IN CALIFORNIA.

Results Expected: ASSIST CDN EXPORTERS IN DEVELOPING A MARKET FOR THEIR PRODUCTS BY PROVIDING A MARKET PLAN

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: HOLD SAMPLING SESSIONS TO INTRODUCE NEW PRODUCTS TO THE LOCAL BROKERS.

Results Expected: DEVELOP BROKER REPRESENTATION FOR CANADIAN MANUFACTURERS IN OUR REGION.

Activity: ESTABLISH DIRECT CONTACT WITH CANADIAN PRODUCERS AND SUPPLY THEM WITH CONTACT LIST OF LEADING FOOD BROKERS.

Results Expected: INCREASE NUMBER OF CANADIAN FIRMS VISITING THIS MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1534.00M	\$ 1462.00M	\$ 1305.00M	\$ 1085.00M
Canadian Exports \$	46.00M	\$ 41.00M	\$ 37.20M	\$ 30.10M
Canadian Share of Import Market	2.90%	2.80%	2.80%	2.70%

Major Competing Countries

Market Share

i) 614 SOUTH AMERICA	035 %
ii) 612 SCANDINAVIA	030 %
iii) 011 AUSTRALIA	005 %
iv) 370 NEW ZEALAND	005 %
v) 616 OTHER COUNTRIES	025 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) SHELLFISH	\$ 1.50 M
ii) GROUND FISH	\$ 3.00 M

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

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

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

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
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: COMPLETE MAIL CAMPAIGN TO BROKER/DISTRIBUTORS THROUGHOUT OUR REGION.

Results Expected: INCREASE AWARENESS AMONG THE WHOLESALERS OF CANADA'S PRODUCT AVAILABILITY.

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 AWARENESS AMONG CANADIAN SUPPLIERS THAT THEY MUST DEVELOP LOCAL REPRESENTATION AND NOT MARKET THROUGH REPRESENTATION IN BOSTON.

Results Expected: LOCAL REPRESENTATIVES WILL DEVELOP A STRONGER MARKET FOR CANADIAN PRODUCT AND ESTABLISH BETTER PRICE CONTROLS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL & ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	220.00M	\$ 210.00M	\$ 200.00M	\$ 190.00M
Canadian Exports \$	215.00M	\$ 200.00M	\$ 185.00M	\$ 170.00M
Canadian Share of Import Market	90.00%	90.00%	90.00%	90.00%

Major Competing Countries

Market Share

i) 265 JAPAN	003 %
ii) 051 UNITED KINGDOM	002 %
iii) 232 ISRAEL	002 %
iv) 349 MEXICO	002 %
v) 616 OTHER COUNTRIES	001 %
vi) 577 UNITED STATES OF AMERICA	090 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) FIBRE OPTICS/OPTICS	\$ 15.00 M
ii) REMOTE SENSING	\$ 15.00 M
iii) DATA TRANSMISSION	\$ 15.00 M
iv) FIBRE CONTROL	\$ 10.00 M
v) ACOUSTICS	\$ 10.00 M
vi) SATELLITE UPLINKS AND DOWNLINKS	\$ 10.00 M
vii) MICROWAVE	\$ 6.00 M
viii) ELECTRONIC WARFARE (EW)	\$ 6.00 M
ix) AVIONICS	\$ 5.00 M
x) COMMUNICATIONS	\$ 5.00 M

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

COUNTRY: 577 UNITED STATES OF AMERICA

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

- approval of technical standards can present problems in the case of some imported products

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

- a lack of interest in the market on the part of Canadian exporters

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 existence of a bilateral economic/trade arrangement between Canada and this country

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: PROVIDE A DATA BASE OF CANADIAN CAPABILITIES ON A DISKETTE FOR DISTRIBUTION.

Results Expected: IMPROVE U.S. ACCESS TO DATA

Activity: PROMOTING CANADIAN DEFENCE R & D CAPABILITY TO U.S. DEFENCE INDUSTRY.

Results Expected: IMPROVE PENETRATION HIGH TECH SALES.

Activity: PROMOTING CANADIAN DEFENCE R & D CAPABILITY TO U.S. DEFENCE INDUSTRY.

Results Expected: IMPROVE PENETRATION HIGH TECH SALES.

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

COUNTRY: 577 UNITED STATES OF AMERICA

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: PUBLISH A "GUIDE TO SELLING DEFENCE PRODUCTS IN S. CALIFORNIA".

Results Expected: BETTER INFORMED CDN INDUSTRY ON LOCAL REPRESENTATION, ETC.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2500.00M	\$ 2000.00M	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	250.00M	\$ 200.00M	\$ 187.00M	\$ 181.00M
Canadian Share of Import Market	10.00%	10.00%	0.00% NA	0.00% NA

Major Competing Countries Market Share

i) 265 JAPAN	010 %
ii) 268 KOREA	010 %
iii) 189 HONG KONG	005 %
iv) 349 MEXICO	002 %
v) 577 UNITED STATES OF AMERICA	070 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UPCurrent status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) TV BROADCASTING	\$ 1000.00 M
ii) APPLICATIONS SOFTWARE	\$ 600.00 M
iii) TELECOMMUNICATIONS	\$ 500.00 M
iv) ELECTRONIC COMPONENTS	\$ 400.00 M

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:

- No factors reported by mission

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

.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
- strong sectoral capability in Canada

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: DEMONSTRATION OF WATERLOO PORT LAN TO POTENTIAL CUSTOMERS.

Results Expected: DIRECT MARKETING SUPPORT FOR HIGHLY EFFECTIVE CANADIAN PRODUCT.

Activity: SPECIAL REPORT ON S. CALIFORNIA COMPUTER INDUSTRY.

Results Expected: MORE PRECISE AND UP TO DATE INFORMATION.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights

Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 006 ELECTRONICS EQUIP. & SERV

Subsector: 061 PRODUCTS & COMPONENTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3000.00M	\$ 2800.00M	\$ 2500.00M	\$ 2000.00M
Canadian Exports \$	50.00M	\$ 50.00M	\$ 40.00M	\$ 25.00M
Canadian Share of Import Market	1.60%	1.80%	1.60%	1.25%

Major Competing Countries

Market Share

i) 265 JAPAN	030 %
ii) 268 KOREA	025 %
iii) 434 TAIWAN	020 %
iv) 577 UNITED STATES OF AMERICA	015 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) COMPONENTS	\$ 100.00 M
ii) MICRO-ELECTRONICS	\$ 80.00 M
iii) INSTRUMENTATION	\$ 50.00 M
iv) PRODUCTION AND PACKAGING	\$ 25.00 M
v) TEST EQUIPMENT	\$ 15.00 M
vi) INSTRUMENTATION	\$ 0.00 M

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 moderate

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

COUNTRY: 577 UNITED STATES OF AMERICA

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

- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries

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

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: POST IS PLANNING A MARKET REVIEW ON THE COMPUTER INDUSTRY.

Results Expected: AN ENHANCED CAPACITY TO SERVICE CANADIAN EXPORTERS.

Activity: A PRE COMDEX EXHIBIT IS PLANNED FOR THE CONSULATE GENERAL OFFICES

Results Expected: TO INCREASE LOCAL AWARENESS OF CANADA AND TO STIMULATE GREATER ACTIVITY AT CANADA'S COMDEX STAND.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	950.00M	\$ 900.00M	\$ 800.00M	\$ 0.00M
Canadian Exports \$	60.00M	\$ 55.00M	\$ 50.00M	\$ 60.00M
Canadian Share of Import Market	6.30%	6.11%	6.25%	0.00%

Major Competing Countries

Market Share

i) 265 JAPAN	030 %
ii) 268 KOREA	015 %
iii) 577 UNITED STATES OF AMERICA	020 %
iv) 128 GERMANY WEST	018 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

i) HARDPARTS (IMPORT, DOMESTIC)	\$ 150.00 M
ii) ACCESSORIES	\$ 50.00 M
iii) SERVICE EQUIPMENT	\$ 20.00 M

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:

- non competitive pricing
- difficulties in obtaining credit facilities in Canada

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

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 FEMD 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
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

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: NO PLANS AT THIS TIME.

Results Expected:

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 082 URBAN TRANSIT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 100.00M	\$ 100.00M	\$ 300.00M
Canadian Exports \$	50.00M	\$ 5.00M	\$ 6.00M	\$ 20.00M
Canadian Share of Import Market	16.60%	5.00%	6.00%	6.66%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	020 %
ii) 268 KOREA	006 %
iii) 265 JAPAN	005 %
iv) 112 FRANCE	001 %
v) 237 ITALY	001 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) LIGHT RAIL VEHICLES	\$ 0.00 M
ii) CONTROL SYSTEMS	\$ 0.00 M
iii) HEAVY RAIL VEHICLES	\$ 0.00 M
iv) CONSULTING SERVICES	\$ 0.00 M
v) TRAINING PROGRAMS	\$ 0.00 M

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

i) Project Name: L. A. -LONG BEACH LIGHT RAIL
Approximate Value: \$ 1000 M
Financing Source: 012 DOM
For further info. please contact:
CONGEN (213) 687-7432

ii) Project Name: METRO RAIL (SUBWAY) L. A.
Approximate Value: \$ 4000 M
Financing Source: 012 DOM
For further info. please contact:
CONGEN (213) 687-7432

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

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: CENTURY LIGHT RAIL PROJECT
Approximate Value: \$ 750 M
Financing Source: 012 DOM
For further info. please contact:
CONGEN L. A. (213) 687-7432

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

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

- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
LIMITED CDN SECTORAL CAPABILITY (BUSES) POLICY.

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
- use of Canadian Government export promotion activities

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: IN OFFICE PRESENTATION OF CANADIAN URBAN TRANSIT TECHNOLOGY.

Results Expected: TO INCREASE LOCAL AWARENESS OF ADVANCED CDN CAPABILITY, AND TO SUPPORT MARKETING EFFORTS OF CANADIAN COMPANIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights

Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) MANUFACTURED WOOD PROD.	\$ 0.00 M
ii) KITCHEN/BATH CABINETS	\$ 0.00 M
iii) SPECIALTY LUMBER (SIZES/SHAPES)	\$ 0.00 M

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 moderate

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

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- high tariffs

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

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 fairs
- competitive export pricing for this market

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: CONTINUED ACTIVITY TO PRESENT CANADIAN POSITION ON THE SOFTWOOD LUMBER AND CEDAR SHINGLES CASES.

Results Expected: TO DEVELOP SUPPORT WITHIN CALIFORNIA WHICH IS A POTENTIAL LOSER, FOR ELIMINATION OF THE COUNTERVAILING DUTIES.

Activity: TO EXPAND POST ACTIVITY INTO THE STATE OF ARIZONA, WHICH CONTINUES TO EXPERIENCE INCREASED DEMAND.

Results Expected: INCREASED AWARENESS OF CANADIAN SUPPLIERS WILL LEAD TO ENHANCED EXPORT SALES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 010 MINE, METAL, MINERAL PROD & SRV

Subsector: 106 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 60.00M	\$ 90.00M	\$ 70.00M
Canadian Exports \$	15.00M	\$ 16.00M	\$ 18.00M	\$ 11.00M
Canadian Share of Import Market	25.00%	26.00%	20.00%	15.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	035 %
ii) 128 GERMANY WEST	015 %
iii) 434 TAIWAN	005 %
iv) 265 JAPAN	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) PROCESS MACHINERY	\$ 20.00 M
ii) INSTRUMENTATION	\$ 15.00 M
iii) CONSULTING SERVICES	\$ 12.00 M

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

i) Project Name: COMINCO - RED DOG MINE ALASKA
Approximate Value: \$ M
Financing Source: 028 TO/DETER
For further info. please contact:
CONGEN LA (213) 687-7432

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

COUNTRY: 577 UNITED STATES OF AMERICA

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 moderate

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- use of Canadian Government export promotion activities
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: NO PLANS AT THIS TIME.

Results Expected:

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 011 OIL & GAS EQUIPMENT, SERVICES

Subsector: 116 MACHINERY AND EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	50.00M	\$ 75.00M	\$ 80.00M	\$ 120.00M
Canadian Exports \$	5.00M	\$ 12.00M	\$ 15.00M	\$ 10.00M
Canadian Share of Import Market	10.00%	16.00%	18.75%	0.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	035 %
ii) 051 UNITED KINGDOM	010 %
iii) 128 GERMANY WEST	005 %
iv) 265 JAPAN	002 %
v) 112 FRANCE	001 %
vi) 504 FINLAND	001 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) FILTERS & PURIFYING PARTS	\$ 10.00 M
ii) DRILLING, BORING EQUIPMENT	\$ 8.00 M
iii) ROCK DRILL BITS, COVE BIB	\$ 5.00 M
iv) INSTRUMENTATION	\$ 4.00 M
v) DATA COLLECTION	\$ 2.00 M

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 moderate

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

COUNTRY: 577 UNITED STATES OF AMERICA

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

- a lack of interest in the market on the part of Canadian exporters
- market prospects which are relatively new and have not yet been explored adequately by Canadian exporters

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
- competitive export pricing for this market

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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: NO PLANS AT THIS TIME.

Results Expected:

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 46915.00M	\$46750.00M	\$45733.00M	\$42200.00M
Canadian Exports	\$ 61.00M	\$ 58.00M	\$ 54.80M	\$ 49.20M
Canadian Share of Import Market	0.13%	0.12%	0.12%	0.12%

Major Competing Countries	Market Share
i) 605 ASIA OR FAR EAST	062 %
ii) 620 EUROPE	015 %
iii) 011 AUSTRALIA	005 %
iv) 051 UNITED KINGDOM	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) OFFICE SYSTEMS	\$ 10.00 M
ii) SEATING	\$ 3.00 M
iii) FILES	\$ 2.00 M
iv) APPAREL (FULL DRESSES, COATS, FURS)	\$ 4.30 M

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:

- a lack of interest in the market on the part of Canadian exporters
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

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
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: COMPLETE MAIL CAMPAIGN TO TRADE ADVISING IT OF CANADIAN CAPABILITIES IN THE FASHION INDUSTRY.

Results Expected: INCREASE AWARENESS OF CANADA'S INTEREST TO ENTER THE U. S. MARKET.

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: HOLD A FASHION PRESENTATION FOR THE MAJOR CHAINS DURING FALL MARKET WEEK FEATURING HIGH FASHION, FURS AND JEWELLERY.

Results Expected: STIMULATE INTEREST IN CANADIAN FASHION.
DEVELOP AGENCY CONTACTS.

Activity: HOLD A PRESENTATION OF CANADIAN OFFICE FURNITURE IN PHOENIX ARIZONA FOR THE LEADING DESIGN FIRMS.

Results Expected: DEVELOP FURTHER AWARENESS OF CANADA'S CAPABILITY IN THIS INDUSTRY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 175.00M	\$ 170.00M	\$ 150.00M
Canadian Exports \$	4.50M	\$ 3.80M	\$ 3.50M	\$ 3.00M
Canadian Share of Import Market	2.00%	2.00%	2.00%	2.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	090 %
ii) 265 JAPAN	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) EDUCATIONAL SOFTWARE	\$ 10.00 M
ii) HOSPITAL DISPOSABLES	\$ 20.00 M
iii) SCHOOL SUPPLIES	\$ 5.00 M

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

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

- No factors reported by mission

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
- competitive export pricing for this market

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

COUNTRY: 577 UNITED STATES OF AMERICA

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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: TO PREPARE MARKET ASSESSMENT.

Results Expected: TO ENHANCE OUR CAPACITY TO PROVIDE ACCURATE, UP TO DATE INFORMATION FOR CANADIANS.

Activity: MOUNT AN EXHIBIT OF CANADIAN PRODUCTS IN THE NEW CONSULATE GENERAL OFFICES, OR MOUNT HEALTH CARE PRODUCTS SOLO SHOW.

Results Expected: TO INCREASE LOCAL AWARENESS AND TO EXPOSE SELECTED TARGET AUDIENCES TO CANADIAN CAPACITY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 151 BUILDING PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	210.00M	\$ 185.00M	\$ 150.00M	\$ 135.00M
Canadian Exports \$	200.00M	\$ 175.00M	\$ 150.00M	\$ 125.00M
Canadian Share of Import Market	34.00%	32.00%	25.00%	18.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 075 CANADA	030 %
iii) 349 MEXICO	003 %
iv) 616 OTHER COUNTRIES	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) MANUFACTURED WOOD PRODUCTS	\$ 50.00 M
ii) SPECIALTY LUMBER (CUSTOM SIZES/SHAPES/SPECIES)	\$ 30.00 M
iii) KITCHEN/BATH CABINETS	\$ 10.00 M
iv) SHAKES/SHINGLES	\$ 5.00 M
v) LUMBER	\$ 5.00 M

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

i) Project Name: HOME SHOWS FOR ROOFING CONTRACTORS IN DALLAS AND SAN FRANCISCO

Approximate Value: \$ 5 M

Financing Source:

For further info. please contact:

EXTOTT UTE/(613)991-9476, LA CONSUL./GARRY SCOTT

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

COUNTRY: 577 UNITED STATES OF AMERICA

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

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

- non competitive pricing
- high tariffs

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
- strong sectoral capability in Canada

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: CONTINUE ACTIVITIES LOBBYING FOR REMOVAL OF RECENTLY IMPOSED U. S. A. TARIFFS ON SOFTWOOD LUMBER AND CEDAR SHINGLES AND SHAKES.

Results Expected: DEVELOP SUPPORT IN CALIFORNIA FOR REMOVAL OF TARIFFS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 606 LOS ANGELES

Market: 577 UNITED STATES OF AMERICA

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 161 MANUFACT & MATERIAL PLANT, EQP.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2100.00M	\$ 2000.00M	\$ 2500.00M	\$ 2200.00M
Canadian Exports \$	100.00M	\$ 110.00M	\$ 100.00M	\$ 80.00M
Canadian Share of Import Market	4.70%	5.50%	4.00%	3.60%

Major Competing Countries

Market Share

i) 265 JAPAN	015 %
ii) 128 GERMANY WEST	012 %
iii) 434 TAIWAN	008 %
iv) 237 ITALY	007 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

i) PACKAGING MACHINERY	In Canadian \$
ii) MATERIAL HANDLING MACHINERY	\$ 80.00 M
iii) ROBOTICS	\$ 50.00 M
iv) PROCESS MACHINERY FOOD INDUSTRIES	\$ 40.00 M
	\$ 30.00 M

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

i) Project Name: PACKAGING MACHINERY FOOD INDUSTRIES,
PHARMACEUTICAL INDUSTRIES

Approximate Value: \$ M

Financing Source:

For further info. please contact:

L. A.

Export and Investment Promotion Planning System

MISSION: 606 LOS ANGELES

COUNTRY: 577 UNITED STATES OF AMERICA

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 moderate

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- competitive export pricing for this market
- the availability of competitive Canadian financing

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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: NO PLANS AT THIS TIME.

Results Expected:

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 606 LOS ANGELES		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
WINTER INT'L FANCY FOODS AND CONFECTIONARY SHOW, A	ANAHEIM, CALIF.	0288
U. S. INT'L FOOD SHOW, ANAHEIM, CAL., USA	ANAHEIM	1287
CALIFORNIA GROCERS ASSOC. TRADESHOW, SAN DIEGO	SAN DIEGO	1087
WESTERN RESTAURANT SHOW, LOS ANGELES	LOS ANGELES	0887
SEAFARE '88 - LOS ANGELES	LOS ANGELES, CAL.	0288
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS		
AFCEA - ANAHEIM, CAL., USA	ANAHEIM	0188
HELICOPTER SHOW, ANAHEIM, CAL., USA	ANAHEIM	0188
MILDEX '87 - ANAHEIM, CAL., USA	ANAHEIM	0487
020 MISSION OUTGOING		
FED-PROV DEFENCE MISSION TO LOS ANGELES	LOS ANGELES	0188
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
COMDEX FALL '87 - LAS VEGAS	LAS VEGAS	1187
COMDEX WINTER		0487
024 MISSION INCOMING		
BUYERS FROM U. S. TO PAC-EX '87 IN TORONTO	TORONTO	1087
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS		
LONG BEACH INT'L BOAT SHOW, LONG BEACH, CAL., USA	LONG BEACH	1087
SEMA/AI - LAS VEGAS	LAS VEGAS	1087
024 MISSION INCOMING		
BUYERS FROM U. S. TO OCEANS '87 HALIFAX	HALIFAX	0987
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS		
SOCIETY OF PETROL ENGS.	VENTURA	
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
SKI INDUSTRIES AMERICAN SPORTS	LAS VEGAS	0388

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 606 LOS ANGELES		
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
INDUSTRIES AMERICA, LAS VEGAS	LAS VEGAS, NEVADA	0387
NATIONAL SPORTING GOODS SHOW, ANAHEIM	ANAHEIM	1087
MAGIC (MENSWEAR & BOYSWEAR) LOS ANGELES	LOS ANGELES	1087
024 MISSION INCOMING		
BUYERS FROM U.S. TO FURNITURE SHOW IN TORONTO	TORONTO	1187
BUYERS FROM U.S. TO IIDEX, TORONTO	TORONTO	1187

Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.

010 FAIRS		
AMERICAN RENTAL SHOW, LOS ANGELES	LOS ANGELES	0288
KITCHEN & BATH INDUSTRY SHOW ANAHEIM, CAL., USA	ANAHEIM	1287
WOODWORKING MACHINERY FURNITURE SUPPLY FAIR, LOS A	LOS ANGELES	0987
WESTPAK '87-WESTERN PACKAGING EXPO., ANAHEIM, CAL., U	ANAHEIM	0987
024 MISSION INCOMING		
BUYERS FROM U.S. TO CDN. HARDWARE SHOW IN TOR	TORONTO	0288
BUYERS FROM US TO INTERCAN. EDMONTON	EDMONTON	0687

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		

Mission: 606 LOS ANGELES

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

010 FAIRS		
INTL FANCY FOOD	ANAHEIM	0289
WESTERN RESTAURANT EXPO	LOS ANGELES	0889
ARIZONA RETAIL GROCERS ASSN.	PHOENIX	0588
CALIFORNIA GROCERS ASSN.	LAS VEGAS	1088

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

010 FAIRS		
AIRCRAFT ELECTRONICS	LAS VEGAS	1188
AFCEA	LAS VEGAS	0189
020 MISSION OUTGOING		
FEDERAL PROV. DEFENSE	LAS VEGAS	0289
024 MISSION INCOMING		
INCOMING BUYERS		1088

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 606 LOS ANGELES		
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
WESCON	LOS ANGELES	1188
INTERFACE	LAS VEGAS	0389
NATIONAL COMPUTER SHOW	LAS VEGAS	0688
COMDEX LAS VEGAS	LAS VEGAS	1188
UNIFORM	LAS VEGAS	1288
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS		
SEAFARE '89	LONG BEACH	0289
SAN DIEGO INTL AUTO SHOW	SAN DIEGO	0389
PACIFIC AUTO	LAS VEGAS	0289
SEMA/AI	LAS VEGAS	1288
APAA (AUTO PARTS)	LAS VEGAS	0888
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING		
NATIONAL PETROLEUM SHOW	CALGARY	0688
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
LONG BEACH BOAT SHOW	LONG BEACH	1088
NATL HARDWARE HOME CENTER	LAS VEGAS	0289
NATL SPORTING GOODS ASS	ANAHEIM	0988
APPAREL MARKET WEEK	LOS ANGELES	0488
MAGIC (MEN'S APPAREL)	LOS ANGELES	1088
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS		
KITCHEN AND BATH	LOS ANGELES	1288
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS		
CONSTRUCTION EQUIPMENT	LAS VEGAS	1088
Sector: 999 MULTIPLE SECTORS		
010 FAIRS		
AIRSPACE AMERICA		0589

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 606 LOS ANGELES		
Sector: 999 MULTIPLE SECTORS		
010 FAIRS		
ORANGE COUNTY SOLO SHOW	ORANGE	0988
PHOENIX DAY	PHOENIX	0289
SOLO SHOW	SAN DIEGO	1188
INTL FENCE SHOW	SAN DIEGO	0289
024 MISSION INCOMING		
CDN INTL. AUTO SHOW	MONTREAL	0488

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 608 NEW YORK, CONSULATE GENERAL

Country: 577 UNITED STATES OF AMERICA

IN GENERAL, THE ENORMITY OF THE POST MARKET AND ITS ABILITY TO ABSORB IMPORTS TENDS TO MEAN THAT CANADIAN EXPORTS ARE LITTLE EFFECTED BY LIMITED GROWTH OR EVEN MILD DOWNTURNS. CANADIAN FURNITURE EXPORTS EXEMPLIFY THIS ENORMITY AND WHEREAS OUR EXPORTS OF RESIDENTIAL FURNITURE ARE GROWING AT A GRATIFYING RATE, MORE THAN 15% IN THE CURRENT YEAR AND FORECAST TO GROW BY 10% IN THE NEXT, OUR SHARE OF THE TOTAL MARKET IS FALLING AND IS CURRENTLY LESS THAN 1%. IN THIS CURRENT YEAR THE APPRECIATION IN VALUE OF MANY FOREIGN CURRENCIES, EXCLUDING CANADA, HAS NOT RESULTED IN A SIGNIFICANT SHIFT IN SOURCES OR BUYING HABITS AS THE CONSUMER HAS BEEN WILLING TO ABSORB PRICE INCREASES. ONLY VERY RECENTLY HAVE MONTHLY STATISTICS SHOWN AN APPRECIABLE DROP IN IMPORTS, HOWEVER, IT IS YET TO BE SEEN WHETHER THIS IS INDEED A TREND, (CURRENTLY UNSUPPORTED BY A CONSENSUS OF ECONOMIC ANALYSTS). SHOULD THE HOPED FOR DIRECTION OCCUR AND THE LOWER VALUE OF THE U. S. DOLLAR BE THE MAIN FACTOR, THE CANADIAN DOLLAR BY VIRTUE OF ITS EXCHANGE STABILITY VIS-A-VIS THE U. S. DOLLAR WILL MEAN THAT WE SHOULD BE ABLE TO MAINTAIN EXPORTS AT CURRENT LEVELS, IN FACT MAY EVEN INCREASE AS CANADIAN SUPPLIERS SUPPLANT OTHER FOREIGN SOURCES. TAKING THE ECONOMY AS A WHOLE, THE CURRENT UNEXCITING GROWTH IN THE U. S. GNP IS EXPECTED TO CONTINUE INTO AT LEAST THE LATTER HALF OF 1987, IN FACT, MANY PROGNOSTICATORS SEE LITTLE CHANGE FROM FLAT GROWTH UNTIL WELL INTO 1988. WHILE THIS SHOULD INDICATE THAT CANADIAN EXPORTS SHOULD MAINTAIN CURRENT LEVELS AND AT THE RISK OF APPEARING CONTRADICTORY TO THE OPENING PARAGRAPH, A NUMBER OF NEGATIVE FACTORS COULD BE QUITE HARMFUL AND AMONG THOSE IS A VERY PROTECTIONIST ATTITUDE IN WASHINGTON WHICH HAS ALREADY RESULTED IN A NEGATIVE PRELIMINARY RULING AGAINST THE CANADIAN SOFTWOOD INDUSTRY JEOPARDIZING THEIR MORE THAN \$3 BILLION IN EXPORTS AND THUS FAR, ISOLATED CASES WHERE CANADIAN DEFENCE PRODUCTS MANUFACTURERS ARE MEETING WITH RESISTANCE. A PROTECTIONIST ATTITUDE, IF CONTINUED, AND MORE LIMITED ACCESS TO DEFENCE MARKETS WILL NECESSITATE GREATER MONITORING AND INCREASED ASSISTANCE TO EXPORTERS. THE ENVIRONMENT FOR INVESTMENT PROMOTION WILL REMAIN COMPETITIVE. U. S. FIRMS ARE CAUTIOUS ABOUT NEW INTERNATIONAL INVESTMENT IN FACILITIES AND PREOCCUPIED WITH COST AND PRODUCTIVITY. PORTFOLIO INVESTMENT ON THE OTHER HAND IS GROWING AND BECOMING INTERNATIONALIZED. THE PROGRESS IN THE CDA/U. S. TRADE NEGOTIATIONS WILL BE AN IMPORTANT FACTOR IN DETERMINING PRIORITIES AND SHAPING PROGRAMS IN TRADE AND INVESTMENT.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 608 NEW YORK, CONSULATE GENERAL

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: THE FOOD PROS MKTS, INCL. FISH, IS COSMOPOLITAN, SOPHISTICATED AND INSATIABLE & CDN PRODS HAVE GAINED A HIGH DEGREE OF ACCEPT.

2. 002 FISHERIES, SEA PRODUCTS & SERV.

REASONS: HEALTH CONCERNS HAVE RESULTED IN A RISING PER CAPITA CONSUMPTION OF FISH & PENETRATION SHLD/CLD INCREASE BUT THE HISTORICALLY UNRELIABILITY OF SUPPLY OF CDN FISH PRODUCTS IS WORRISOME.

3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: MASSIVE REHABILITATION OF A NUMBER OF TRANSIT SYSTS COMBINED WITH OUR CURRENT PENETRATION & ACCEPTANCE & RISING VALUE OF FOREIGN COMPETITORS CURRENCY SHOULD AUGER WELL.

4. 005 COMM. & INFORM. EQP. & SERV

REASONS: COMMUNICATION EQPT. USAGE IS STRONG GROWTH AREA AND CDN EQPT. & SRVCS HAVE SHOWN ABILITY TO CARVE OUT SPECIALIZED NICHES. PROXIMITY OF SUPPLY AND STABLE CDN DOLLAR VIS-A-VIS U. S. ARE POSITIVE FACTORS.

5. 013 CONSUMER PRODUCTS

REASONS: SHEER MKT SIZE & INCREASED CONCENTRATION ON U. S. MKT BY CDN APPAREL & FURN. MFTRS HAS HAD MULTIPLIER EFFECT TO POINT WHERE CDN VENDORS ARE MORE FAIRLY EVALUATED & ACCEPTED. MKT IS VIRTUALLY INSATIABLE.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV
3. 013 CONSUMER PRODUCTS
4. 001 AGRI & FOOD PRODUCTS & SERVICE

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 608 NEW YORK, CONSULATE GENERAL

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3400.00M	\$ 3200.00M	\$ 3716.00M	\$ 3844.00M
Canadian Exports \$	750.00M	\$ 702.00M	\$ 770.00M	\$ 782.00M
Canadian Share of Import Market	22.00%	22.00%	21.00%	20.00%

Major Competing Countries

Market Share

i) 410 NORWAY	012 %
ii) 011 AUSTRALIA	005 %
iii) 093 DENMARK	010 %
iv) 370 NEW ZEALAND	005 %
v) 112 FRANCE	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) MEAT	\$ 177.00 M
ii) BAKED GOODS	\$ 67.00 M
iii) POTATOES	\$ 27.00 M
iv) SPECIALTY ITEMS	\$ 5.00 M
v) CHEESE	\$ 2.00 M

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 moderate
- approval of technical standards can present problems in the case of some imported products

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER COUNTRY: 577 UNITED STATES OF AMERICA

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

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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:

- participation in trade fairs
- use of Canadian Government export promotion activities
- strong sectoral capability in Canada

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

Activity: FOLLOW UP WITH CDN EXHIBITORS WHO PARTICIPATED IN SEPT. 86 ALBANY FOOD SHOW. ALSO DO A MAIL CAMPAIGN TO APPROXIMATELY 40 BROKERS IN AREA.

Results Expected: INCREASE CANADIAN PRESENCE IN ALBANY AND SURROUNDING MARKET AREA.

Activity: SERVICE INQUIRIES RECEIVE AT FOOD EXPO '86 IN VANCOUVER.

Results Expected: OBTAIN REPRESENTATION AND/OR OTHER REQUESTED INFORMATION FOR THESE MANUFACTURERS.

Activity: WORK WITH AGRIC. MKTING BUREAU IN OTTAWA REGARDING STUDY FOR MARKETING FOOD PRODUCTS IN NEW YORK STATE.

Results Expected: SELECTION AND APPOINTMENT OF CONSULTANT TO DO STUDY.

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: IMPLEMENT BUYER IDENTIFICATION PROGRAM IN COOPERATION WITH AG & FOOD BUREAU IN OTTAWA (TAP).

Results Expected: PROGRAM IS ONGOING FOR 1 YEAR & OBJECTIVE IS TO DISSEMINATE MARKET INFORMATION RE AVAILABILITY OF CANADIAN PRODUCTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 608 NEW YORK, CONSULATE GENERAL

Market: 577 UNITED STATES OF AMERICA

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 021 FISH & SHELLFISH & OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4000.00M	\$ 3800.00M	\$ 4000.00M	\$ 3400.00M
Canadian Exports \$	1000.00M	\$ 1000.00M	\$ 800.00M	\$ 800.00M
Canadian Share of Import Market	25.00%	26.00%	20.00%	24.00%

Major Competing Countries

Market Share

i) 265 JAPAN	007 %
ii) 405 ICELAND	005 %
iii) 410 NORWAY	005 %
iv) 093 DENMARK	003 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospectsCurrent Total Imports
In Canadian \$

i) COD	\$ 240.00 M
ii) FLOUNDER, SOLE	\$ 61.00 M
iii) LOBSTER	\$ 125.00 M
iv) SCALLOPS	\$ 59.00 M
v) SALT FISH, INCL. COD	\$ 45.00 M
vi) SALMON	\$ 22.00 M
vii) HALIBUT	\$ 21.00 M

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

- there are import restrictions which can present significant problems

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER COUNTRY: 577 UNITED STATES OF AMERICA

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

- No factors reported by mission

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:

- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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

Activity: CONTINUE TO SUPPORT PROVINCIAL FISHERIES PROMOTIONAL EFFORTS THROUGH RECEPTIONS IN CANADA ROOM.

Results Expected: MAINTAINING CONTACT WITH MARKET AND MEETING NEW CUSTOMERS.

Activity: SCHEDULE CALLS ON PROSPECTIVE OUTLETS FOR REPRESENTATION.

Results Expected: OBTAINING ADDITIONAL BUSINESS VOLUME.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 608 NEW YORK, CONSULATE GENERAL

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL & ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3500.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	23.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.66%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

- | | |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 000 % |
| ii) 608 WEST EUROPE | 000 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) HARDWARE, SOFTWARE AND PROTOCOL INTERFACES	\$ 0.00 M
ii) SECURITY FOR LOCAL AREA NETWORK (LANS)	\$ 0.00 M
iii) COMPUTER AIDED LOGISTIC SUPPORT	\$ 0.00 M
iv) LONG RANGE SECURE COMMUNICATIONS FOR SOF	\$ 0.00 M
v) LIFE CYCLE SOFTWARE, ENGINEERING SUPPORT/SECURITY	\$ 0.00 M

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

- i) Project Name: TECHNOLOGY SUPPLIERS FOR STRATEGIC DEFENCE INITIATIVE

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

CDN CONSULATE GENERAL NEW YORK CITY

- ii) Project Name: CABINETS APPLICABLE TO MICROWAVE LANDING SYSTEMS

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

CDN CONSULATE GENERAL NEW YORK CITY

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER 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: FLEX CIRCUITS, PC BOARDS & HYDRID CIRCUITS

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

CDN CONSULATE GENERAL NEW YORK CITY

iv) Project Name: ELECTRONIC ASSEMBLY TO NAVAIR SPEC WS6536D

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

CDN CONSULATE GENERAL NEW YORK CITY

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:

- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:
PERCEIVED OR REAL DIFICULT. OF DOING BUS. WITH CDN SUPPLIERS E. G. POOR MAIL SERV. BLAMED FOR DIFFICULT COMMUN. & DOCUMENTS TRANSFER. ALSO, INTERNAT'L TRAFFIC IN ARMS REGS. CREATE IMPEDIMENTS FOR CUSTOMERS BY SPECIAL RULES RE OFFSHORE PLACEMENT OF PARTS ORDERS

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
- competitive export pricing for this market

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

Activity: POST WORKS WITH SUPPLIERS ON A CONTINUING BASIS BY INTRODUCING THEM TO DEFENCE CONTRACTORS AND INFORMING OF OPPORTUNITIES.

Results Expected: NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES.

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: PARTICIPATES IN HIGH TECH CONFERENCE ON AN ANNUAL BASIS AND PROVIDES GUIDANCE TO CANADIAN FIRMS WISHING TO ENTER DEFENCE MARKETS HERE.

Results Expected: NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES.

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: PROPOSAL FOR DESIGN ENGINEERING SHOW SEPT 87 AND/OR PROPOSALS ON NEW PROMOTIONAL TECHNIQUES FOR SPECIFIC DEFENCE SEGMENT E. G. INVESTMENT CASTINGS TO BE HELD LOCALLY.

Results Expected: \$2 MILLION IN NEW SALES FOR DEFENCE ORIENTED INVESTMENT CASTING SECTOR.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 608 NEW YORK, CONSULATE GENERAL

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	6300.00M	\$ 5700.00M	\$ 5200.00M	\$ 0.00M NA
Canadian Exports \$	891.00M	\$ 810.00M	\$ 654.00M	\$ 447.00M
Canadian Share of Import Market	14.00%	14.20%	12.60%	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	083 %
ii) 265 JAPAN	002 %
iii) 268 KOREA	001 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$
i) SOFTWARE FOR NETWORKING \$ 0.00 M
ii) TELECOM PRODUCTS - MULTIPLEXERS \$ 0.00 M

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

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

- non competitive pricing
- other factor(s) described by the Trade Office as follows:
LACK OF COMMITTED RESOURCES TO SUSTAIN MARKETING EFFORT.

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
- competitive export pricing for this market

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER COUNTRY: 577 UNITED STATES OF AMERICA

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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: NATURE OF WORK IS HIGHLY RESPONSIVE. CNGNY MEETS BROAD RANGE OF COMPANIES AT MARKETPLACE, HI TECH & OTHER SECTORAL TRADE FAIRS AND CONTINUES TO ASSIST THEM WITH MARKET ENTRY INFORMATION.

Results Expected: A) A GREATER NUMBER OF DISTRIBUTORSHIP AND AGENCY AGREEMENTS. B) INCREASED DIRECT SUPPLY TO U. S. MANUFACTURERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 608 NEW YORK, CONSULATE GENERAL

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 28800.00M	\$28000.00M	\$20700.00M	\$17500.00M
Canadian Exports	\$ 66.00M	\$ 65.00M	\$ 63.00M	\$ 61.00M
Canadian Share of Import Market	0.23%	0.23%	0.30%	0.35%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 265 JAPAN	000 %
iii) 051 UNITED KINGDOM	000 %
iv) 237 ITALY	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) APPLICATION SOFTWARE PACKAGES	\$ 0.00 M
ii) SOFTWARE FOR IBM PC OR IBM PC COMPATIBLE EQUIPMENT	\$ 0.00 M
iii) COMPUTER GRAPHICS	\$ 0.00 M

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

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:
LACK OF COMMITTED RESOURCES TO SUSTAIN MARKETING EFFORT.

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER 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

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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: NATURE OF WORK IS HIGHLY RESPONSIVE CNGNY MEETS BROAD RANGE OF COMPANIES AT MARKETPLACE, HI TECH & OTHER SECTORAL TRADE FAIRS AND CONTINUES TO ASSIST THEM WITH MARKETING INFORMATION.

Results Expected: EXPANDED PENETRATION OF MARKET BY CANADIAN COMPANIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 608 NEW YORK, CONSULATE GENERAL

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.

Subsector: 082 URBAN TRANSIT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1000.00M	\$ 1000.00M	\$ 1000.00M	\$ 500.00M
Canadian Exports \$	71.00M	\$ 700.00M	\$ 500.00M	\$ 50.00M
Canadian Share of Import Market	7.00%	70.00%	50.00%	10.00%

Major Competing Countries

Market Share

i) 265 JAPAN	040 %
ii) 075 CANADA	035 %
iii) 112 FRANCE	015 %
iv) 577 UNITED STATES OF AMERICA	010 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) NEW PASSENGER RAIL CARS	\$ 1600.00 M

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

i) Project Name: AMTRAK 400-600 PASSENGER RAIL CAR SHELLS
Approximate Value: \$ 64 M
Financing Source: 025 OTHER
For further info. please contact:
CDN EMB., WASHING. AMTRAK, WASHING. CONTACT UTE

ii) Project Name: L. I. R. R. BI-LEVEL PASSENGER TRAIN SYSTEM
AND FOLLOW ON REQUESTS
Approximate Value: \$ 22 M
Financing Source: 012 DOM
For further info. please contact:
(MTA) PLANNING/PURCH. MORT DOWNEY (212) 878-7174

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER 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: WEST SIDE TRANSIT SYSTEM

Approximate Value: \$ 100 M

Financing Source: O12 DOM

For further info. please contact:

N. Y. CITY PLANNING COMMISSION HERB STURZ(2125668520)

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 moderate

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome

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
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: NYC IS PLANNING TO "TRADE IN" WESTWAY FUNDS FOR A WEST SIDE TRANSIT SYSTEM. ASSIST IN ARRANGING CANADIAN SUPPLIER (BOMBARDIER AND UTDC) PRESENTATIONS TO THE N. Y. STATE'S - GOVERNOR'S TASK FORCE ON TRANSIT.

Results Expected: MAINTAIN CANADA AS THE LEADING SUPPLIER VERSUS OTHER FOREIGN AND DOMESTIC SUPPLIERS.

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER COUNTRY: 577 UNITED STATES OF AMERICA

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: ASSIST UTDC IN SETTING UP PRESENTATIONS TO PORT AUTHORITY OF NY & NJ NYC PLANNING COMMISSION ETC IN GAINING FURTHER ACCEPTANCE OF THEIR SEABUS SYSTEM.

Results Expected: SOLIDITY ACCEPTANCE OF SEABUS CONCEPT FOR HUDSON RIVER E-W (AND POSSIBLY) N-S "PEOPLE MOVER" CROSSINGS.

Activity: ASSIST BOMBARDIER WITH PRESENTATIONS TO THE MTA IN CONNECTION WITH FOLLOW ON ORDERS FOR 200-400 PASSENGER TRAINS AS WELL AS 500 REBUILTS.

Results Expected: MAINTAIN BOMBARDIER AS A LEADING SUPPLIER TO THIS QUANTITY PURCHASER.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 608 NEW YORK, CONSULATE GENERAL

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 131 APPAREL (CLOTH, FUR, SHOES) TEXT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 99999.00M	\$99999.00M	\$99999.00M	\$99999.00M
Canadian Exports	\$ 300.00M	\$ 300.00M	\$ 307.50M	\$ 256.10M
Canadian Share of Import Market	0.12%	0.12%	0.12%	0.10%

Major Competing Countries

Market Share

i) 189 HONG KONG	060 %
ii) 192 PEOPLE'S REP OF CHINA	005 %
iii) 268 KOREA	010 %
iv) 616 OTHER COUNTRIES	005 %
v) 434 TAIWAN	010 %
vi) 608 WEST EUROPE	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) FUR GARMENTS	\$ 400.00 M
ii) WOMEN'S WEAR	\$ 40.00 M
iii) MENSWEAR	\$ 6.00 M
iv) CHILDRENS WEAR	\$ 0.00 M

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

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:

- 1) LACK OF ONGOING COMMITMENT TO SELLING IN THIS MARKET OR PART OF EST'D 60% OF MFRS.
- 2) SEASONALITY OF MARKET ADVERSELY AFFECTS SMALLER COMPANIES' ABILITY TO PLAN, PRODUCE MAINTAIN INFORMATION FLOW NEEDED FOR PROFESSIONAL PERFORMANCE.

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER 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
- 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: CONTINUE TO SEEK SUPPORT FOR ONGOING EVENTS PROGRAM AS OUTLINED IN POST STRATEGY OF JAN/85.

Results Expected: INCREASE IDENTIFIABLE BUSINESS INFLUENCE BY 20%.

Activity: BI-ANNUAL REVISION OF MARKETING HANDBOOK & EXPANSION OF RECIPIENT LIST. DISTRIBUTE 500 EVERY 2 YEARS TO 1)NEWLY IDENTIFIED CO'S. 2) CDN FASHION PRESS & REGIONAL OFFICES. 3)NEWCOMERS TO OFFICE. 4)AS UPDATE TO COMPANIES IN PROCESS OF ESTABLISHING.

Results Expected: 1. IDENTIFICATION OF 30 COMPANIES CAPABLE OF EXPORTING BUT NOT DOING SO. 2. PROVISION OF INFO NEEDED TO UPGRADE ANOTHER 50 WHO MAY ALREADY BE INTERESTED BUT NOT YET CAPABLE.

Activity: CONTINUE MARKET & TRADE SHOW EVALUATIONS FOR SPECIALIZED CATEGORIES: BRIDAL, SPECIAL SIZES UNIFORMS, MEN'S CASUAL, ACTIVE WEAR WITH VIEW TO INCREASED TRADE SHOW PARTICIPATION.

Results Expected: INCREASE NUMBER OF EXHIBITORS IN APPROPRIATE SHOWS FROM 0-3 TO 5-10.

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 CALENDAR OF EVENTS & MARKET WEEKS INTO POSTCARD MAILER. SEND TO 500, INITIALLY ONCE PER YEAR, LATER PER MAJOR SEASON.

Results Expected: INCREASED BOTH BY 10%- 1)PARTICIPATION IN TRADE SHOWS. 2)SHOWINGS IN CONSULATE DURING MARKET WEEK. 3-5 MARKET ARRANGEMENT PER YEAR.

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER COUNTRY: 577 UNITED STATES OF AMERICA

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 MEANS OF PROMOTING SUGGESTED BOOKLET OR LIST OF RESOURCES OF LICENSING/CONTRACTUAL MANUFACTURING TO END USERS. B) IDENTIFY & START PROCESS TO RESOLVE PROBLEMS RELATED THERETO, E.G. CUSTOMS/ BONDING ETC.

Results Expected: BETTER UNDERSTANDING OF CDN CAPABILITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 608 NEW YORK, CONSULATE GENERAL

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 134 LEISURE PROD. TOOLS HARDWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	65.00M	\$ 60.00M	\$ 55.60M	\$ 45.50M
Canadian Exports \$	6.00M	\$ 5.60M	\$ 5.60M	\$ 6.00M
Canadian Share of Import Market	9.20%	9.10%	10.00%	13.00%

Major Competing Countries

Market Share

i) 434 TAIWAN	030 %
ii) 112 FRANCE	009 %
iii) 237 ITALY	007 %
iv) 265 JAPAN	007 %
v) 354 NETHERLANDS	006 %
vi) 051 UNITED KINGDOM	006 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) SAILBOATS (BASED ON 15% OF US TOTAL IMPORTS FM CDA)	\$ 5.30 M
ii) MOTOR BOATS	\$ 1.20 M

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

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:

INCREASING OVERSEAS COMPETITION COUPLED WITH ADVERSE MARKET CONDITIONS IN MOST IMPORTANT SEGMENT OF CDN MARKET SHARE, I.E. SAILBOATS, HAS BROUGHT ABOUT FINANCIAL PROBLEMS FOR IMPORTANT CDN EXPORTERS.

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER 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 missions
- 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: ON A CONTINUING BASIS POST ASSISTS CANADIAN BOAT MANUFACTURERS IN CONTACTING DEALERS HERE RELATIVE TO DISTRIBUTION POSSIBILITIES.

Results Expected: NEW MARKET OPPORTUNITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 608 NEW YORK, CONSULATE GENERAL

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 135 FURNITURE & APPLIANCES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 12800.00M	\$12500.00M	\$12000.00M	\$11032.00M
Canadian Exports	\$ 620.00M	\$ 550.00M	\$ 353.00M	\$ 300.00M
Canadian Share of Import Market	5.00%	4.00%	3.00%	3.00%

Major Competing Countries	Market Share
i) 434 TAIWAN	002 %
ii) 075 CANADA	004 %
iii) 237 ITALY	012 %
iv) 093 DENMARK	001 %
v) 128 GERMANY WEST	001 %
vi) 577 UNITED STATES OF AMERICA	090 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) WOOD WALL SYSTEMS	\$ 0.00 M
ii) WOOD TABLES	\$ 0.00 M
iii) METAL OCCASSIONAL TABLES	\$ 0.00 M
iv) BEDROOM FURNITURE	\$ 0.00 M
v) DINING TABLES	\$ 0.00 M
vi) UPHOLSTERY	\$ 0.00 M
vii) LEATHER CHAIRS AND SOFAS	\$ 0.00 M
viii) OFFICE FURNITURE/ALL TYPES	\$ 0.00 M

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

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER COUNTRY: 577 UNITED STATES OF AMERICA

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
LACK OF GOOD MANUFACTURER'S REPRESENTATIVES

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 missions
- 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

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

Activity: INCREASE VISITS TO DESIGNERS & SPECIFIERS OFFICES TO MAKE THEM AWARE OF THE AVAILABILITY OF CANADIAN PRODUCTS IN THIS AREA.

Results Expected: IMPORTANT AWARENESS IN THIS MARKET OF EXCELLENCE OF CANADIAN WORKMANSHIP.

Activity: FOLLOW-UP ON IDEX TORONTO, OCTOBER '86.

Results Expected: SUCCESSFUL SHOW - MORE CANADIAN COMPANIES SPECIFIES ON LARGE PROJECTS.

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: USE OF CANADA ROOM FRO MANUFACTURERS TO EXHIBIT PRODUCTS.

Results Expected: EXCELLENT IF ROOM CAN BE SCHEDULED. PROBLEMS OF AVAILABILITY OF ROOM DUE TO HEAVY USE BY OTHER DEPARTMENTS.

Activity: WORK CLOSELY WITH TWO CONSULTING GROUPS WHO HAVE EXPRESSED INTEREST IN JOINT VENTURES WITH CANADIAN MANUFACTURERS OF VARIOUS CONSUMER PRODUCTS IN MY PORTFOLIO.

Results Expected: POSSIBILITY OF JOINT VENTURE WITH CANADIAN MANUFACTURERS WITH THESE LOCAL GROUPS.

Export and Investment Promotion Planning System

MISSION: 608 NEW YORK, CONSULATE GENER COUNTRY: 577 UNITED STATES OF AMERICA

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: FIND REPRESENTATION FOR FOUR NEW FURNITURE EXPORTERS IN THIS TERRITORY.

Results Expected: INCREASE EXPORT SALES OF CANADIAN FURNITURE.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 608 NEW YORK, CONSULATE GENERAL		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
SOLO FOOD SHOW	ALBANY	1087
NEW JERSEY FOOD SERVICE EXPO	MEADOWLANDS	0887
NEW YORK METRO FOOD SHOW	N. Y. C.	0388
EASTERN DAIRY DELI SHOW, NEW YORK, N. Y.	NEW YORK	1087
SOLO FOOD SHOW, NEW YORK, N. Y.	NEW YORK	1087
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS		
FT. MONMOUTH CDA DAY	FT. MONMOUTH	0787
DESIGN ENGINEERING SHOW	N. Y. C.	0987
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
ELECTRO '87-NEW YORK CONVENTIONCENTRE, NEW YORK	NEW YORK	0487
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
010 FAIRS		
AMERICAN SOC. HEATING, REFRIG. & AIR COND. ENG.	N. Y. C.	0487
Sector: 008 TRANSPORT SYS. EQUIP, COMP, SERV.		
010 FAIRS		
INT'L MARITIME EXHIBITION, NEW YORK HILTON, NEW YORK	NEW YORK	1187
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
024 MISSION INCOMING		
MANUFACTURED WOOD PRODUCTS MISSION		0587
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS		
NATIONAL SURGICAL TRADE IND. EXPO., NEW YORK	NEW YORK	0487
Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV		
010 FAIRS		
CHEM SHOW	N. Y. C.	1287
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
INTL. BOUTIQUE SHOW	N. Y. C.	0188

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 608 NEW YORK, CONSULATE GENERAL		
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
MFTRS WHOLESALERS OUTWEAR, SPORTSWEAR SHOW	N. Y. C.	0188
INT'L DESIGN GROUP SHOW	N. Y. C.	0288
INTL. LINGERIE/INTIMATE APPAREL EXHIBITION	N. Y. C.	0587
INTL. LINGERIE/INTIMATE APPAREL EXHIBITION	N. Y. C.	0188
INTL. LINGERIE/INTIMATE APPAREL EXHIBITION	N. Y. C.	0187
N. Y. LEATHER EXPO	N. Y. C.	0388
NAMSB	N. Y. C.	1087
NEW YORK PRET	N. Y. C.	0987
NEW YORK PRET, CONVENTION CENT. NEW YORK	NEW YORK	0388
DESIGNERS COLLECTIVE/MENSWEAR PREVIEW, NEW YORK	NEW YORK	0288
SPORTING GOODS MANUFACTURERS ASSOC., NEW YORK	NEW YORK	0987
NAMSB-(MEN & BOYS WEAR) CONVENTION CENTRE, NE	NEW YORK	0388
024 MISSION INCOMING		
BUYERS MISSION FROM U. S. TO CDN INT'L FUR FAIR, M	MONTREAL	0587
TORONTO INTERNATIONAL BOAT SHOW	TORONTO	0188
IIDEX	TORONTO	1187
TORONTO FURNITURE SHOW	TORONTO	0188
MONTREAL FURNITURE SHOW	MONTREAL	0687
BUYERS FROM USA TO FESTIVAL OF CANADIAN FASHION	TORONTO	0587

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

010 FAIRS		
NTL. SURGICAL TRADE INDUST. EXPO	N. Y. C.	0487
MID ATLANTIC HEALTH CONGRESS	ATLANTIC CITY	0587

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

010 FAIRS		
ASHRAE-AMERICAN SOC. OF HEATINGREFRIG., & AIR CONDIT	NEW YORK	0487
Type of Event	Location	Date

Promotional projects proposed for the two following fiscal years.

Mission: 608 NEW YORK, CONSULATE GENERAL

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

010 FAIRS		
SOLO FOOD SHOW, NEW YORK	NEW YORK	1089
SOLO FOOD SHOW, NEW YORK	NEW YORK	1088

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 608 NEW YORK, CONSULATE GENERAL		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
EASTERN DAIRY DELI SHOW, NEW YORK	NEW YORK	1089
EASTERN DAIRY DELI SHOW, NEW YORK	NEW YORK	1088
SOLO FOOD SHOW	ALBANY	1089
SOLO FOOD SHOW	ALBANY	1088
NEW YORK METRO FOOD SHOW	N. Y. C.	0390
NEW YORK METRO FOOD SHOW	N. Y. C.	0389
NEW JERSEY FOOD SERVICE EXPO.	MEADOWLANDS	0889
NEW JERSEY FOOD SERVICE EXPO.	MEADOWLANDS	0888
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
010 FAIRS		
SOLO FISH RECEPTION	N. Y. C.	1089
SOLO FISH RECEPTION	N. Y. C.	1088
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS		
FT. MONMOUTH CDA DAY	FT. MONMOUTH	0789
FT. MONMOUTH CDA DAY	FT. MONMOUTH	0788
DESIGN ENGINEERING SHOW	N. Y. C.	0989
DESIGN ENGINEERING SHOW	N. Y. C.	0988
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
ELECTRO '87 -NEW YORK CONVENTION CENTRE	NEW YORK	0489
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
010 FAIRS		
AMERICAN SOC. HEATING, REFRIG. & AIR COND. ENG.	N. Y. C.	0489
AMERICAN SOC. HEATING, REFRIG. & AIR COND. ENG.	N. Y. C.	0488
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS		
INT'L MARITIME EXHIBITION, NEW YORK	NEW YORK	1189
INT'L MARITIME EXHIBITION, NEW YORK	NEW YORK	1188
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS		
NATIONAL SURGICAL TRADE IND. EXPOSITION	NEW YORK	0489

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 608 NEW YORK, CONSULATE GENERAL		
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS		
NATIONAL SURGICAL TRADE IND. EXPOSITION	NEW YORK	0488
Sector: 012 PETROCHEM & CHEM PROD, EGP, SERV		
010 FAIRS		
CHEM SHOW	N. Y. C.	1288
CHEM SHOW	N. Y. C.	1289
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
DESIGNERS COLLECTIVE MENSWEAR PREVIEW	N. Y. C.	0289
SPORTS GOODS MANUFACTURERS' ASSOC.	N. Y. C.	0988
NEW YORK PRET	N. Y. C.	0988
DESIGNERS COLLECTIVE MENSWEAR PREVIEW	N. Y. C.	0889
DESIGNERS COLLECTIVE MENSWEAR PREVIEW	N. Y. C.	0888
NAMSB	N. Y. C.	1088
N.Y. LEATHER EXPO	N. Y. C.	0988
INTL. LINGERIE/INTIMATE APPAREL EXHIBITION	N. Y. C.	0588
NATL. KIDS FASHION SHOW	N. Y. C.	0389
NATL. KIDS FASHION SHOW	N. Y. C.	1088
INT'L DESIGN GROUP SHOW	N. Y. C.	0888
INT'L DESIGN GROUP SHOW	N. Y. C.	0289
INT'L DESIGN GROUP SHOW	N. Y. C.	0889
AMERICAN FUR FAIR	N. Y. C.	0488
MFTRS WHOLESALERS OUTWEAR, SPORTSWEAR SHOW	N. Y. C.	0189
AMERICAN FUR FAIR	N. Y. C.	0489
INTL. BOUTIQUE SHOW	N. Y. C.	0588
INTL. BOUTIQUE SHOW	N. Y. C.	0189
SPORTS GOODS MANUFACTURERS ASSOC.	N. Y. C.	0989
YARN FAIR/TAFE	N. Y. C.	0989
YARN FAIR/TAFE	N. Y. C.	0988
NEW YORK FABRIC SHOW	N. Y. C.	1088
NEW YORK FABRIC SHOW	N. Y. C.	0489
NEW YORK FABRIC SHOW	N. Y. C.	0488
INTL. T-SHIRT & ACTIONWEAR	N. Y. C.	0989
INTL. T-SHIRT & ACTIONWEAR	N. Y. C.	0988
INTL. BOUTIQUE SHOW	N. Y. C.	0889
INTL. BOUTIQUE SHOW	N. Y. C.	0888
INTL. BOUTIQUE SHOW	N. Y. C.	0589
MONTREAL FURNITURE SHOW	MONTREAL	0688
024 MISSION INCOMING		
BUYERS MISSION FM U. S. TO CDN INTL FUR FAIR	MONTREAL	0589

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 608 NEW YORK, CONSULATE GENERAL		
Sector: 013 CONSUMER PRODUCTS		
024 MISSION INCOMING		
BUYERS MISSION FM U. S. TO CDN INTL FUR FAIR IIDEX	MONTREAL TORONTO	0588 1188
TORONTO FURNITURE SHOW	TORONTO	0190
TORONTO FURNITURE SHOW	TORONTO	0189
MONTREAL FURNITURE SHOW	MONTREAL	0689
TORONTO INTERNATIONAL BOAT SHOW	TORONTO	0190
TORONTO INTERNATIONAL BOAT SHOW IIDEX	TORONTO TORONTO	0189 1189
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS		
NATL. SURGICAL TRADE INDUST. EXPO	N. Y. C.	0488
MID ATLANTIC HEALTH CONGRESS	ATLANTIC CITY	0589
MID ATLANTIC HEALTH CONGRESS	ATLANTIC CITY	0588
NATL. SURGICAL TRADE INDUST. EXPO.	N. Y. C.	0489
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS		
ASHRAE-AMERICAN SOC. OF HEATING, REFRIG., & AIR COND.	NEW YORK	0489
ASHRAE-AMERICAN SOC. OF HEATING REFRIG., & AIR COND.	NEW YORK	0488
Sector: 017 SERVICE INDUSTRIES		
024 MISSION INCOMING		
HOSTEX	TORONTO	0489
HOSTEX	TORONTO	0488

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 609 PHILADELPHIA

Country: 577 UNITED STATES OF AMERICA

THE PHILADELPHIA-WASHINGTON, D. C. CORRIDOR CONSTITUTES THE ECONOMIC CORE OF THE MID-ATLANTIC U. S. REGION, A TERRITORY COMPRISING 23.8 MILLION PEOPLE. THE BALTIMORE-WASHINGTON "COMMON MARKET" IS THE U. S. ' THIRD LARGEST MARKET AREA. GREATER PHILADELPHIA ITSELF, THE FOURTH LARGEST CITY IN THE U. S. WITH A POPULATION OF APPROXIMATELY 4.7 MILLION PERSONS, ACCOUNTS FOR A DISPROPORTIONATELY HIGH 13% OF TOTAL U. S. BUYING POWER, AND 11% OF ALL RETAIL SALES.

OVER THE COURSE OF THE LAST YEAR, THIS REGION —LIKE MUCH OF THE REST OF THE U. S. NORTHEAST— HAS DEMONSTRATED ROBUST ECONOMIC PERFORMANCE. UNEMPLOYMENT IS NOW WELL BELOW THE NATIONAL AVERAGE, AND NEW EMPLOYMENT CREATION ABOVE THE NATIONAL AVERAGE. ONE OF THE DRIVERS FOR THIS STRONG ECONOMIC GROWTH HAS BEEN THE LARGE NUMBER OF MILITARY PROCUREMENT AGENCIES AND DEFENCE PRIME CONTRACTORS IN THE REGION. PHILADELPHIA IS THE LARGEST DEFENCE PURCHASING AREA IN THE U. S. , AND IS THE LARGEST MARKET FOR CANADIAN-MANUFACTURED DEFENCE PRODUCTS. TWO OF THE LARGEST DEFENCE CONTRACTS EVER AWARDED (THE \$U. S. 28 BILLION V-22 AIRCRAFT PROJECT AND THE \$U. S. 30 BILLION AEGIS PROJECT) ARE BEING MANAGED BY FIRMS (BOEING-VERTOL AND RCA) IN THE IMMEDIATE PHILADELPHIA AREA.

MILITARY PROCUREMENT ACTIVITY WILL LIKELY CONTINUE TO BOLSTER ECONOMIC PERFORMANCE IN THE REGION FOR THE NEXT 3-5 YEARS. ON BALANCE, OVERALL ECONOMIC ACTIVITY OF THE REGION IN THE SHORT TERM WILL LIKELY BE STABLE, WITH NO DRAMATIC CHANGES POSITIVE OR NEGATIVE. IN THE LONGER TERM, PERFORMANCE SHOULD BE STRONGLY POSITIVE. SECTORS WHICH ARE LIKELY TO SHOW THE GREATEST POTENTIAL FOR CANADIAN SUPPLIERS WILL INCLUDE DEFENCE-APPLICATIONS, AEROSPACE AND MARINE EQUIPMENT, FOOD, FISHERIES AND OTHER CONSUMER PRODUCTS, AS WELL AS COMMUNICATIONS/INFORMATICS EQUIPMENT AND SERVICES.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 609 PHILADELPHIA

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: TERRIT. INCL. DEFENSE LOGISTICS AGENCY (DLA) BUYING ESSENTIALLY NON-MILITARY IND'L SUPPLIES. ELEGIBLE PROCUREMENTS IN '86 EXCEEDED \$2.7 BN. TERRIT. INCL. OVER 150 DEFENCE PRIME CONTRACTORS; MAJOR R&D CENTRE.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 009 FOREST PRODUCTS, EQUIP, SERVICES
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 005 COMM. & INFORM. EQP. & SERV
4. 010 MINE, METAL, MINERAL PROD & SRV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 609 PHILADELPHIA

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 041 AEROSPACE & MARINE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3795.00M	\$ 4140.00M	\$ 5150.00M	\$ 4660.00M
Canadian Exports \$	24.30M	\$ 22.30M	\$ 26.60M	\$ 21.50M
Canadian Share of Import Market	0.63%	0.54%	0.52%	0.46%

Major Competing Countries

Market Share

- i) 577 UNITED STATES OF AMERICA
- ii) 112 FRANCE

097 %
001 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports:

Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

- i) RADAR EQUIPMENT/COMPONENTS
- ii) CIRCUIT CARD ASSEMBLIES
- iii) VALVES (PRES. MACHINED)
- iv) DISPLAYS, INSTRUMENTATION
- v) AIRFRAME PARTS

In Canadian \$
\$ 10.80 M
\$ 12.40 M
\$ 4.00 M
\$ 6.70 M
\$ 37.00 M

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

- i) Project Name: MARTIN MARIETTA VLS PROJECT
Approximate Value: \$ 44.0 M
Financing Source: 012 DOM
For further info. please contact:
G. GOLDHAWK

- ii) Project Name: NAVY SHIPS PARTS CONTROL CENTER SAR-8
PROJECT
Approximate Value: \$ 98.6 M
Financing Source: 012 DOM
For further info. please contact:
G. GOLDHAWK

Export and Investment Promotion Planning System

MISSION: 609 PHILADELPHIA

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: BOEING VERTOL V-22 PROJECT
 Approximate Value: \$ 2850.0 M
 Financing Source: 012 DOM
 For further info. please contact:
 G. GOLDHAWK

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

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:
 GENERAL LACK OF KNOWLEDGE ON THE PARTS OF CDN EXPRTRS ABOUT VAST POTENTIAL OF MKT OPPORT.; ALSO UNWILLINGNESS TO UNDERTAKE INVSTMT IN MKTG RESOURCES TO PENETRATE MARKET (I.E. LEARNING PROCUREMENT PROCEDURES, DOING SALES FOLLOW-UP ETC.).

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
- 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 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: POST CONTACTS MANagementsystem: UPDATE, FOR COMPUTERIZED MANAGEMENT/RETRIEVAL OF DATABASE ON REPS/AGENTS/DISTRIBUTORS.

Results Expected: MORE COMPLETE AND ACCURATE LISTING OF DISTRIBUTION CHANNELS, MORE RAPID RETRIEVAL FOR CANADIAN COMPANIES.

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: PROCUREMENT FORECAST PROJECT: INTENSIVE EXERCISE BY POST TO IDENTIFY MAJOR OPPORTUNITIES IN PROJECTED PROCUREMENT OF DOD AGENCIES, & ASSIST CDN FIRMS TO TARGET THESE IMPENDING PROCUREMENTS.

Results Expected: ABILITY TO TARGET EFFORTS INTO SPECIFIC SECTOR AREAS, AND IDENTIFY COMPANIES WITHIN SECTORS TO ASSIST.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 609 PHILADELPHIA

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 044 OTHER DEFENSE PROD & SERV.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	15.00M	\$ 11.00M	\$ 10.00M	\$ 8.00M
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

099 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) MISC. HARDWARE	\$ 0.00 M
ii) PACKAGING & GASKET MAT.	\$ 0.00 M
iii) ANTI-FRICTION BEARINGS	\$ 0.00 M
iv) NUTS	\$ 0.00 M
v) PACKAGE PETROLEUM	\$ 0.00 M
vi) PHOTO EQUIPMENT	\$ 0.00 M
vii) FOOD SERVICE EQUIPMENT	\$ 0.00 M
viii) EDUCATIONAL SUPPLIES	\$ 0.00 M

Projects or portion of projects which are still in the planning
stage and for which Canadian companies might have reasonable prospects.i) Project Name: DEPLOYABLE MEDICAL SYSTEMS DEFENCE PER-
SONNEL SUPPORT CENTER

Approximate Value: \$ 1 M

Financing Source: 012 DOM

For further info. please contact:

ii) Project Name: BOEING-VERTOL V-22 PROGRAM 913 STOL AIR-
CRAFT.

Approximate Value: \$ 2.8 M

Financing Source: 012 DOM

For further info. please contact:

Export and Investment Promotion Planning System

MISSION: 609 PHILADELPHIA

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: RCA, AEGIS PROGRAM RADAR FLEET PROTECTION SYSTEM.

Approximate Value: \$ 3 M

Financing Source: O12 DOM

For further info. please contact:

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:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

WIDESPREAD PERCEPTION THAT PROCUREMENT METHODS ARE ARCANE AND FORBIDDING. LACK OF APPRECIATION OF SIZE AND ACCESSIBILITY OF MARKET.

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
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

Export and Investment Promotion Planning System

MISSION: 609 PHILADELPHIA

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: POST CONTACT MANAGEMENT SYSTEM.

Results Expected: IDENTIFY DEFENCE PRODUCT ORIENTED MANUFACTURERS REPRESENTATIVES.

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: DLA PLANNED ACQUISITION PROGRAM.

Results Expected: PROGRAM TO PREPOSITION QUALIFIED FIRMS BASED ON DOD PROCUREMENT PLANS. EXPECT 36 NEW BUYING CONNECTIONS ANNUALLY.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 609 PHILADELPHIA		
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
IEEE INT'L TEST CONFERENCE,	WASHINGTON, D. C.	WASHINGTON, D. C.
		1187
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING		
RAILWAY EQUIPMENT MISSION TO	ROANOKE (NORFOLK & SO	ROANOKE, VA.
SHIPBUILDING MISSION TO	NEWPORT NEWS, VA.	NEWPORT NEWS, VA.
AUTOMOTIVE PROD. INTRODUCTORY	DAY, BALTIMORE, WASHIN	BALTIMORE
		0987
		0288
		0587
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS		
MID-ATLANTIC HEALTH CONFERENCE	ATLANTIC CITY	ATLANTIC CITY
		0587
020 MISSION OUTGOING		
RCA SUB-CONTRACTORS MISSION TO	CAMDEN, N. J.	CAMDEN, N. J.
		1087
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
ACTION SPORTS RETAILER TRADE	SHOW, ATLANTIC CITY	ATLANTIC CITY
WASHINGTON GIFTWARE SHOW,	WASHINGTON, D. C.	WASHINGTON, D. C.
		0987
		0188
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS		
AGRIC. PROGRESS SHOW, PHILA.,	PENNSYLVANIA	PHILADELPHIA
		0887
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 609 PHILADELPHIA		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
PENNSYLVANIA FARM SHOW	HARRISBURG	0189
NATURAL FOODS EXPO EAST	WASHINGTON, DC	1088
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
010 FAIRS		
CANADIAN FISH PROCESSORS' SHOW	WASHINGTON, DC	0289

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 609 PHILADELPHIA		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS CIDEX '88	PHILADELPHIA	1188
020 MISSION OUTGOING NAVAL AIR DEVELOPMENT CENTER NAVY SHIPS PARTS CONTROL CENTER DEFENSE GENERAL SUPPLY CENTER	WARMINSTER MECHANICSBURG RICHMOND	0689 0689 0589
024 MISSION INCOMING NAVY AVIATION SUPPLY OFFICE DEFENSE INDUSTRIAL SUPPLY CENTER NAVY SHIPS PARTS CONTROL CENTER	WNPFG/CALGARY/VNCVR OTTAWA/GUEBEC MONTREAL, TORONTO	0489 0289 1188
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS INTERNATIONAL GEOLOGICAL CONGRESS	WASHINGTON, DC	0789
Sector: 013 CONSUMER PRODUCTS		
024 MISSION INCOMING TORONTO BOAT SHOW TORONTO FURNITURE SHOW	TORONTO TORONTO	0189 0189
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS HAZARDOUS MATERIALS MANAGEMENT CONFERENCE MID-ATLANTIC HEALTH CONGRESS	ATLANTIC CITY ATLANTIC CITY	0489 0589
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS MID-ATLANTIC PLUMBING, HEATING & COOLING EXPO. MID-ATLANTIC PLUMBING, HEATING & COOLING EXPO.	PHILADELPHIA PHILADELPHIA	1188 1190

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 610 SAN FRANCISCO

Country: 577 UNITED STATES OF AMERICA

THE CALIFORNIA ECONOMY HAS GENERALLY PERFORMED WELL IN 1986 WITH AN UNEMPLOYMENT RATE OF 7 PERCENT, INFLATION AROUND 4 PERCENT, STRONG CONSUMER SPENDING, AN ACTIVE HOUSING MARKET AND REAL GROWTH OF 3 TO 4 PERCENT. HOWEVER, HIGH TECHNOLOGY INDUSTRIES ARE CONTINUING TO EXPERIENCE MIXED RESULTS WITH SOME COMPANIES IN THE COMPUTER MANUFACTURING AND SEMICONDUCTOR AREA STILL DEALING WITH PROBLEMS OF SLOW MARKET GROWTH AND PRODUCTION OVERCAPACITY WHICH BEGAN IN 1985. THE WEAKEST MARKET SEGMENT IN CALIFORNIA IS AGRICULTURE, WITH CALIFORNIA FARMERS FACING ANOTHER YEAR OF HIGH-COST FARM INPUTS, FOREIGN COMPETITION AND DEPRESSED COMMODITY PRICES DUE TO SLACK DEMAND. DEFENCE SPENDING, INJECTING SOME \$45 BILLION INTO THE CALIFORNIA ECONOMY IN 1986, HAS ASSISTED GREATLY IN COMPENSATING FOR CALIFORNIA'S WEAKNESSES IN AGRICULTURE AND HIGH TECHNOLOGY. NO SERIOUS NEGATIVE CHANGES IN THE CALIFORNIA ECONOMY SHOULD BE EXPECTED IN THE 1987-88 PERIOD IF INTEREST RATES AND ENERGY COSTS REMAIN STABLE. RECOVERY IN THE HIGH TECHNOLOGY SECTOR CAN BE ANTICIPATED AS OVERCAPACITY DIMINISHED. IF THE U. S. IS ABLE TO MAINTAIN THE CURRENT WEAKENING TREND OF THE DOLLAR AGAINST ASIAN AND EUROPEAN CURRENCIES THIS WILL HELP TO MAKE AMERICAN ELECTRONIC EQUIPMENT MORE COMPETITIVE ON THE EXPORT MARKET. THE WEAKER DOLLAR SHOULD ALSO HELP THE AGRICULTURAL SECTOR TO IMPROVE ITS PERFORMANCE. DEFENCE SPENDING MAY NOT GROW SIGNIFICANTLY IN THE COMING YEAR, BUT SHOULD REMAIN A BRIGHT SPOT IN THE CALIFORNIA ECONOMY. IF INTEREST RATES CONTINUE AT PRESENT LEVELS THE CONSTRUCTION MARKET WILL PERFORM WELL, WITH THE EXCEPTION PERHAPS OF COMMERCIAL OFFICE CONSTRUCTION. SEVERAL AREAS INCLUDING SAN FRANCISCO AND SILICON VALLEY HAVE EXCESS OFFICE CAPACITY THAT MAY NOT BE TAKEN UP FOR 2 TO 3 YEARS. THE ROCKY MOUNTAIN STATES HAVE BEEN COPING WITH SERIOUS PROBLEMS IN THE LAST TWO YEARS RELATED TO WEAK COMMODITY PRICES IN THE MINERAL SECTOR PLUS A DRAMATIC DECLINE IN OIL AND GAS PRICES. DENVER IN PARTICULAR, AS THE SERVICE AND FINANCIAL CENTRE OF THE ROCKY MOUNTAIN STATES, HAS BEEN A DECLINE IN EMPLOYMENT, FALLING REAL ESTATE VALUES AND SLOWING ACTIVITY IN OFFICE AND RETAIL CONSTRUCTION. THIS SITUATION WILL CONTINUE FOR THE FORESEEABLE FUTURE, AS LONG AS THE PRICES FOR PETROLEUM PRODUCTS, COAL AND BASIC MINERALS REMAIN DEPRESSED. THE STATE OF HAWAII IS ENJOYING A GOOD TOURIST SEASON IN 1986 IN THE WAKE OF AMERICAN (AND TO SOME EXTENT CANADIAN) CONCERN OVER THE SAFETY OF TRAVEL TO EUROPE. THIS SHOULD CONTINUE WELL INTO 1987. HAWAII IS ALSO HEAVILY DEPENDENT ON IMPORTED OIL AND WILL BENEFIT AS LONG AS ENERGY PRICES REMAIN LOW. DEFENCE SPENDING, ONE OF THE MOST SIGNIFICANT ELEMENTS OF THE HAWAIIAN ECONOMY, MAY NOT EXPERIENCE THE RAPID GROWTH OF RECENT YEARS BUT WILL REMAIN STRONG.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 610 SAN FRANCISCO

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: THERE ARE A NO. OF NEW TRANSP'N PROP. BEING PRESENTED IN OUR TERR., I.E HAWAII, CONTRA COSTA, SALT LAKE CITY, DENVER. FUNDING IS SCARCE SO IT IS IMPORTANT TO INTERACT WITH POLITICAL DEC.-MAKING AT THE EARLY STAGES.

2. 013 CONSUMER PRODUCTS

REASONS: THE CONCENTRATED POPULA'N OFFERS CONSUMER GOODS EXPORTERS A TREMENDOUS SALES MKT DESPITE COMPT'N. AUDIENCE IS SOPHIST. & MKTING SERV. PACKG'NG ETC. AFFECT DEMAND & SALES. PRODUCT QUALITY & APPEAL ARE PRIMARY.

3. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: U. S. DOD SPENDS MORE IN SILICONE VALLEY THAN IN 43 OTHER STATES. CREATING SUBCONTRACTING OPPORT. IN DEF. HIGH TECH AREAS. INCREASED OPPORT. IN COL & UTAH AT MAJOR U. S. A. F. PROCUR. CENTERS & PRIME CONTR.

4. 006 ELECTRONICS EQUIP. & SERV

REASONS: SILICON VALLEY IS CENTRE FOR HIGH TECH ELETRON. DEVPMT. WITH OVER 2000 COS IN ELECTRONICS. VALLEY OFFERS POTENTIAL FOR ANY CDN SUPPLIER WHICH IS COST COMPETITIVE & OFFERS GOOD CUSTOMER SERVICES.

5. 005 COMM. & INFORM. EQP. & SERV

REASONS: SPECIFIC INDUSTRIES/PROFESSIONS ARE NOW DEMANDING SOFTWARE TAILORED TO MEET THEIR SPECIFIC NEEDS. MANY VERTICAL MARKETS ARE VERY OPEN TO CHANGE & NEW PRODUCTS FOR AUTOMATING THEIR JOB.

6. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: THE POPULATION OF CALIFORNIA IS OVER 25.0 MN WITH TREMENDOUS POTENTIAL FOR SALES IN A CONCENTRATED AREA - GIVEN THE "RIGHT" FOOD PRODUCTS AND MARKETING APPROACH.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV
2. 006 ELECTRONICS EQUIP. & SERV
3. 005 COMM. & INFORM. EQP. & SERV
4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 610 SAN FRANCISCO

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	13950.00M	\$13700.00M	\$12250.00M	\$11500.00M
Canadian Exports \$	160.00M	\$ 140.00M	\$ 135.00M	\$ 125.00M
Canadian Share of Import Market	1.14%	1.02%	1.10%	1.09%

Major Competing Countries

Market Share

i) 608 WEST EUROPE

000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) SEMI-PROCESSED & PROCESSED FOODS -RETAIL/GOURMET	\$ 0.00 M
ii) MEAT & MEAT BY PRODUCTS	\$ 0.00 M
iii) SEMI-PROCESSED & PROCESSED FOODS-INSTIT'N/FD SRVC	\$ 0.00 M

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:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies.

Export and Investment Promotion Planning System

MISSION: 610 SAN FRANCISCO

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

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: DENVER SOLO FOOD (RETAIL/INSTITUTIONAL & FOOD SERVICE) SHOW FOR BROKER REPRESENTATION 1989.

Results Expected: 3 NEW AGENCY REPRESENTATION AGREEMENTS.

Activity: KEEP ABREAST OF SPECIALTY FOOD AND BEVERAGE TASTE TRENDS TO SOURCE CANADIAN SUPPLIERS.

Results Expected: 4 SPECIALITY FOOD/BEVERAGE MANUFACTURERS INITIATE EXPORT TO POST TERRITORY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 610 SAN FRANCISCO

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	140.00M	\$ 130.00M	\$ 100.00M	\$ 80.00M
Canadian Exports \$	125.00M	\$ 100.00M	\$ 75.00M	\$ 25.00M
Canadian Share of Import Market	89.00%	77.00%	75.00%	31.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

99. %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports:

Small but expanding

Products/services for which there are good market prospects

Current Total Imports

- i) ELECTRONIC COMPONENT
- ii) INVESTMENT CASTING
- iii) ELECTRONIC SYSTEMS
- iv) COMMUNICATIONS SYSTEMS

In Canadian \$

- \$ 100.00 M
- \$ 100.00 M
- \$ 25.00 M
- \$ 20.00 M

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
- approval of technical standards can present problems in the case of some imported products

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

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome

Export and Investment Promotion Planning System

MISSION: 610 SAN FRANCISCO

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
- the existence of a bilateral economic/trade arrangement between Canada and this country

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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

Activity: GUIDE TO DEFENSE-RELATED CONTACTS IN NORTHERN CALIFORNIA DEVELOPED BY POST

Results Expected: \$10-20 MILLION SALES

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: MICROWAVE TECHNOLOGY SEMINAR- COMMERCIAL AND MILITARY APPLICATION

Results Expected: \$5 MILLION SALES

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 610 SAN FRANCISCO

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2500.00M	\$ 2000.00M	\$ 1800.00M	\$ 1750.00M
Canadian Exports \$	100.00M	\$ 98.00M	\$ 90.00M	\$ 85.00M
Canadian Share of Import Market	4.00%	4.90%	5.00%	4.86%

Major Competing Countries

Market Share

i) 265 JAPAN	070 %
ii) 434 TAIWAN	004 %
iii) 268 KOREA	020 %
iv) 616 OTHER COUNTRIES	002 %
v) 609 EUROPEAN COMMON MARKET C	004 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) OFFICE AUTOMATION	\$ 800.00 M
ii) TELECOMMUNICATIONS	\$ 500.00 M
iii) ROBOTICS	\$ 200.00 M
iv) SOFTWARE	\$ 10.00 M

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
- approval of technical standards can present problems in the case of some imported products

Export and Investment Promotion Planning System

MISSION: 610 SAN FRANCISCO

COUNTRY: 577 UNITED STATES OF AMERICA

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

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

THERE ARE NUMEROUS OPPORTUNITIES IN INFORMATICS AND COMMUNICATION FIRMS USE PROPER DISTRIBUTION CHANNELS AND/OR HAVE LOCAL PRESENCE.

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

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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: ELECTRO OPTIC PRESENTATION.

Results Expected: IN COOPERATION WITH LOS ANGELES, POST WILL BE PROVIDING SALES, TECHNOLOGY TRANSFER OPPORTUNITY FOR CANADIAN COMPANIES IN CALIFORNIA.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 610 SAN FRANCISCO

Market: 577 UNITED STATES OF AMERICA

Sector: 006 ELECTRONICS EQUIP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	5000.00M	\$ 4500.00M	\$ 4500.00M	\$ 4500.00M
Canadian Exports \$	210.00M	\$ 200.00M	\$ 195.00M	\$ 190.00M
Canadian Share of Import Market	4.00%	4.00%	4.00%	4.00%

Major Competing Countries

Market Share

i) 265 JAPAN	70 %
ii) 268 KOREA	20 %
iii) 609 EUROPEAN COMMON MARKET C	004 %
iv) 192 PEOPLE'S REP OF CHINA	4 %
v) 616 OTHER COUNTRIES	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) COMPUTER HARDWARE	\$ 1500.00 M
ii) GRAPHICS	\$ 200.00 M
iii) TESTING EQUIPMENT	\$ 200.00 M
iv) PRINTED CIRCUIT BOARDS	\$ 200.00 M
v) MICROWAVE COMPONENTS	\$ 50.00 M
vi) ISDN CHIPS	\$ 50.00 M
vii) PERIPHERALS	\$ 200.00 M

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

- approval of technical standards can present problems in the case of some imported products

Export and Investment Promotion Planning System

MISSION: 610 SAN FRANCISCO

COUNTRY: 577 UNITED STATES OF AMERICA

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

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

THERE ARE TREMENDOUS PROSPECTS IN CALIFORNIA BUT CANADIAN EXPORTERS HAVE TO BE PREPARED. THEY MUST USE LOCAL REPRESENTATIVES AND IDEALLY HAVE LOCAL PRESENCE. COST COMPETITIVENESS IS KEY TO SUCCESS.

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

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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

Activity: GATHERING INFORMATION ON ELECTRONIC REPS IN NORTHERN CALIFORNIA. SURVEY IS BEING COMPLETED, OF ELECTRONICS REPS, VARS AND DISTRIBUTORS.

Results Expected: DATA BASE TO BE INCORPORATED WITH WIN EXPORTS.

Activity: SETTING UP CATA IN TECHMART

Results Expected: SPACE AVAILABLE IN SILICON VALLEY FOR CANADIAN COMPANIES TO USE FOR MARKETING PURPOSES.

Export and Investment Promotion Planning System

MISSION: 610 SAN FRANCISCO

COUNTRY: 577 UNITED STATES OF AMERICA

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: MICROWAVE ROUNDTABLE.

Results Expected: INTRODUCE CANADIAN MICROWAVE/MILLIMETER
WAVE COMPANIES TO SILICON VALLEY.

Activity: SEMICONDUCTOR ROUNDTABLE

Results Expected: INTRODUCE CANADIAN SEMICONDUCTOR COMPANIES
TO BAY AREA COUNTERPARTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 610 SAN FRANCISCO

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.

Subsector: 082 URBAN TRANSIT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 310.00M	\$ 318.00M	\$ 150.00M
Canadian Exports \$	5.00M	\$ 25.00M	\$ 30.00M	\$ 20.00M
Canadian Share of Import Market	2.50%	8.00%	10.00%	13.30%

Major Competing Countries

Market Share

i) 112 FRANCE	030 %
ii) 128 GERMANY WEST	020 %
iii) 577 UNITED STATES OF AMERICA	030 %
iv) 616 OTHER COUNTRIES	010 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Mature with little growth

Products/services for which there are
good market prospects

Current Total Imports

i) CONSULTING SERVICES	In Canadian \$	\$ 2.00 M
ii) BUS PURCHASES	\$	20.00 M
iii) PERIPHERALS	\$	10.00 M
iv) RAIL PURCHASES	\$	200.00 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

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

- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

IN THE URBAN TRANSIT SECTOR, CANADIAN CONSULTING SERVICES HAVE NOT BEEN EXPLOITED TO THE FULL. THERE IS A MARKET OPPORTUNITY FOR PLANNING SERVICES AS BAY AREA POLITICIANS ARE SEEKING SOLUTIONS TO THE NUMBER ONE POLITICAL ISSUE.

Export and Investment Promotion Planning System

MISSION: 610 SAN FRANCISCO

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
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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: URBAN TRANSIT MISSIONS TO EXPO 86 FOR HAWAII, CONTRA COSTA AND DENVER.

Results Expected: INCREASE CANADA'S PROFILE.

Activity: URBAN TRANSIT SEMINAR IN CONTRA COSTA AND DENVER.

Results Expected: INCREASE CANADA'S PROFILE.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 610 SAN FRANCISCO

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 135 FURNITURE & APPLIANCES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1500.00M	\$ 1300.00M	\$ 1100.00M	\$ 1000.00M
Canadian Exports \$	75.00M	\$ 70.00M	\$ 65.00M	\$ 55.00M
Canadian Share of Import Market	5.00%	5.00%	5.00%	5.00%

Major Competing Countries

Market Share

i) 237 ITALY	000 %
ii) 612 SCANDINAVIA	000 %
iii) 075 CANADA	000 %
iv) 128 GERMANY WEST	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) INSTITUTIONAL/HOSPITALITY	\$ 150.00 M
ii) PUBLIC SPACES	\$ 100.00 M
iii) HOTEL/MOTEL	\$ 100.00 M

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:

- No factors reported by mission

Export and Investment Promotion Planning System

MISSION: 610 SAN FRANCISCO

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
- strong sectoral capability in Canada

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: DIRECT FURNITURE MANUFACTURERS TO HOSPITAL/HOME CARE ORIENTED MARKETS, TRADE SHOW OPPORTUNITIES.

Results Expected: INCREASED SALES TO AREA - \$1,000,000 OVER NEXT 3 YEARS.

Activity: WORK WITH CANADIAN NEW CONTRACT FURNISHINGS MANUFACTURERS TO OBTAIN SALES REPRESENTATION AND INCREASE MARKET SHARE FOR CANADA.

Results Expected: 4 NEW SALES AGENCY AGREEMENTS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 610 SAN FRANCISCO

Market: 577 UNITED STATES OF AMERICA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 142 HOSP. & MEDICAL EQUIP, INSTRUM.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	800.00M	\$ 740.00M	\$ 671.00M	\$ 565.00M
Canadian Exports \$	5.00M	\$ 3.50M	\$ 1.80M	\$ 2.40M
Canadian Share of Import Market	0.63%	0.47%	0.27%	0.42%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	000 %
ii) 128 GERMANY WEST	000 %
iii) 265 JAPAN	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) SPECIALTY HOSPITAL/INSTITUT'L FURNISH. & ADMIN. SYSTS	\$ 150.00 M
ii) HOME HEALTH CARE	\$ 150.00 M
iii) X-RAY ELECTRO MEDICAL AND THERAPEUTIC APPARATUS	\$ 200.00 M
iv) SURGICAL ORTHOPEDIC	\$ 100.00 M
v) DENTAL	\$ 0.00 M
vi) FURNITURE AND APPLIANCES	\$ 0.00 M

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:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 610 SAN FRANCISCO

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:

- support provided by the PEMD program
- use of provincial governments export promotion activities
- competitive export pricing for this market

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: WORK COOPERATIVELY WITH QUEBEC PROVINCIAL GOVERNMENT ON CONTEMPLATED MEDICAL MISSION TO NORTHERN CALIFORNIA SPRING/SUMMER '87.

Results Expected: 2 NEW AGENCY AGREEMENTS.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 610 SAN FRANCISCO		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENCE PRODUCTS MISSION TO	SILICON VALLEY, CAL., SILICON VALLEY	0188
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS WESCON '87 - SAN FRANCISCO, CAL. USA	SAN FRANCISCO	1087
NATIONAL SCHOOL BOARDS ASSOC. CONVENTION, SAN FRANC	SAN FRANCISCO	0487
DENVER PETROLEUM EXHIBITION & CONFERENCE, DENVER, CO	DENVER	0987
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS INT'L PUBLIC TRANSIT EXPO (IPTESAN FRANCISCO, CAL., U	SAN FRANCISCO	1087
INT'L BOAT SHOW, SAN FRANCISCO, CAL., USA	SAN FRANCISCO	0188
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS ASSOC. BUILDERS & CONTRACTORS SHOW, SAN FRANCISCO, C	SAN FRANCISCO	0387
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS WORKSPACE (CONTRACT FURNITURE) SAN FRANCISCO, CAL., U	SAN FRANCISCO	0987
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 610 SAN FRANCISCO		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS NATIONAL FOOD BROKERS ASSOCIATION	SAN FRANCISCO, CA	1288
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
020 MISSION OUTGOING DEFENCE PRODUCTS OUTGOING MISSION	DENVER, CO & SALT LAK	0189
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS WESCON 89	SAN FRANCISCO, CA	1189

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 610 SAN FRANCISCO		
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
010 FAIRS		
DENVER PETROLEUM EXHIBITION & CONF. (DEPEC)	DENVER, CO	0989
CASPER OIL SHOW	CASPER, WY	0588
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
020 MISSION OUTGOING		
BIOTECHNOLOGY MISSION (IN CONG WITH AMERICAN SOC.	SAN FRANCISCO, CA	1188
MEDICAL DEVICES OUTGOING MISSION (IN CONG WITH ASSO	SAN FRANCISCO, CA	0489

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 611 SEATTLE

Country: 577 UNITED STATES OF AMERICA

ECONOMIC OUTLOOK FOR THE POST'S FOUR STATE TERRITORY IS MIXED. RECORD ORDER LEVELS FOR BOEING, A GROWING HIGH TECH IND. & STRONG SERVICE SECTOR HAVE LED TO HEALTHY CONDITIONS IN THE PUGET SOUND AREA. PORTLAND, THE AREA'S 2ND MAJOR CENTRE & ONE WELL ENDOWED BY HIGH TECH COS. HAS CONTINUED TO EXPAND ON A MORE MODEST SCALE. IN IDAHO & IN THE RURAL AREAS OF WASHINGTON & OREGON, UNEMPLMNT CONTINUES TO INCREASE IN RESPONSE TO LOWER AGRICULTURAL PROD'N AND PRICES. THE FORESTRY SECTOR IS DEPRESSED BUT HAS BOTTOMED OUT WITH THE 2 LARGEST LUMBER COS IN THE TERRITORY SHOWING SUBSTANTIAL INCREASED IN PROFIT LEVELS. THE WORST ECON. PERFORMANCE IS THE STATE OF ALASKA. A 60% DECLINE IN OIL PRICES HAS LED TO SUBSTANTIAL CUT BACKS IN OIL & GAS EXPLORATION, DVLPMNT & PRODUCTION. CONSTRUCTION IS SUFFERING FM A POPULATION DECLINE & 90% REDUCTION IN STATE EXPENDITURES. ACTIVITY IN ALASKA WILL BE LIMITED PRIMARILY TO FOLLOW UP OF PREVIOUS INITIATIVES. EXPORTS TO THE TERRITORY IN '85 INCREASED 15% TO \$5.26 BN. WASHINGTON, WITH \$4.5BN, DOMINATES. IT RANKS 4TH IN THE USA AS AN ENTRY POINT FOR CDN EXPORTS. ENERGY, MOST NOTABLY NATURAL GAS, CONSTITUTES THE SINGLE MOST IMPORTANT EXPORT WITH 40% OF THE TOTAL. END PRODS WHICH ACCOUNT FOR 17% OF OUR TOTAL SALES HAVE KEPT PACE. IN '86, WE ANTICIPATE A DROP IN TOTAL EXPORTS AS A RESULT OF SUBSTANTIALLY LOWER ENERGY PRICES. THIS, COMBINED WITH GROWING OFFORT. AT BOEING AND THE DELIVERY OF LIGHT RAIL CARS TO PORTLAND, WILL ENHANCE THE IMPORTANCE OF FINISHED PRODS THIS YEAR AND 1987. REGIONALLY, WE CONTINUE TO BE HEAVILY ORIENTATED TOWARDS WEST. CDA. EFFORTS ARE UNDERWAY TO EXPAND TO OTHER CDN REGIONS. CAPITAL FLOWS DURING THIS PAST YEAR WERE DOMINATED BY ANNOUNCEMENTS OF 3 LARGE SCALE INVSTMTS BY BOEING, LOUISIANA PACIFIC & WEYERHAEUSER. THE VOLUME OF ENQUIRIES RECEIVED BY THIS OFFICE FROM COMPANIES INTERESTED IN B.C. OR ALBERTA HAS TRIPLED OVER THE PREVIOUS YEAR. THIS LEVEL OF INTEREST IS EXPECTED TO CONTINUE TO GROW IN RESPONSE TO ONGOING PROMOTIONAL EFFORTS & THE EXPANSION OF ACTIVITIES INTO SECONDARY CENTRES. IN THE PAST TWO YEARS, WE HAVE BEEN ACTIVELY INVOLVED IN THE LUMBER ISSUE, IN REPORTING, PUBLIC RELATIONS & DIRECT LOBBYING EFFORTS. WHILE THIS ISSUE MAY FINALLY BE RESOLVED THIS FISCAL YEAR, WE EXPECT THAT FREE TRADE NEGOTIATIONS WILL REPLACE IT AS AN ISSUE REQUIRING SUBSTANTIAL SUPPORT. THE POST ALREADY SUCCESSFULLY USED ITS BUSINESS CONTACTS TO INDUCE SENATOR SYMMS TO USE HIS SWING VOTE IN OUR FAVOUR IN THE SENATE FINANCE COMMITTEE ON THIS ISSUE. IT IS LIKELY THAT LOCAL SENTIMENTS CAN BE USEFULLY HARNESSSED IN SUPPORT OF THIS INITIATIVE IN THE FUTURE.

Export and Investment Promotion Planning System

REPT: SYN-GED 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 611 SEATTLE

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: MAJOR NEW PROGRAMS AT BOEING & CORPORATE DECISION TO EXPAND SUPPLY SOURCES. -AUTOMOTIVE MARKET GROWING & UNEXPLORED BY CANADA. - MARINE SECTOR GENERALLY INTERESTED BUT UNAWARE OF CANADIAN CAPABILITY.

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: BROAD RANGE OF PRODUCTS FACE NICHES IN AREA MARKETS. STRONG INTEREST ON PART OF WESTERN CANADIAN SUPPLIERS. INTEREST DEVELOPING IN HORTICULTURAL PRODUCTS FROM CANADA.

3. 013 CONSUMER PRODUCTS

REASONS: DEMAND FOR CANADIAN PRODUCTS SIGNIFICANT MARKET EASILY ACCESSED AND SERVICED FROM WESTERN CANADA.

4. 015 CONSTRUCTION INDUSTRY

REASONS: STRONG INTEREST IN B.C. AND ALBERTA IN LOCAL MARKET. NICHES FOR CANADIAN PRODUCTS RELATIVELY EASY TO FIND. GREAT TESTING MARKET & MOST APPROPRIATE STARTING POINT FOR WESTERN CDA

5. 005 COMM. & INFORM. EQP. & SERV

REASONS: STRONG HIGH TECH INDUSTRY IN SEATTLE AND PORTLAND WHICH REQUIRES COMPONENTS AND SYSTEMS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 011 OIL & GAS EQUIPMENT, SERVICES
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
4. 012 PETROCHEM & CHEM PROD, EQP, SERV
5. 006 ELECTRONICS EQUIP. & SERV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 611 SEATTLE

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1110.00M	\$ 1038.00M	\$ 887.00M	\$ 828.00M
Canadian Exports \$	201.00M	\$ 186.00M	\$ 157.00M	\$ 147.00M
Canadian Share of Import Market	18.10%	17.90%	17.70%	17.70%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	080 %
ii) 075 CANADA	003 %
iii) 609 EUROPEAN COMMON MARKET C	003 %
iv) 011 AUSTRALIA	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) GOURMET FOODS	\$ 94.00 M
ii) MEAT AND MEAT BI-PRODUCTS	\$ 78.00 M

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

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

- No factors reported by mission

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
- competitive export pricing for this market
- strong sectoral capability in Canada

Export and Investment Promotion Planning System

MISSION: 611 SEATTLE

COUNTRY: 577 UNITED STATES OF AMERICA

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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: POST INITIATED PARTICIPATION IN NORTHWEST HOSPITALITY SHOW - PORTLAND (APRIL 87).

Results Expected: 5 NEW COMPANIES DOING BUSINESS IN THE MARKET WITH 50,000 IN SALES WITHIN ONE YEAR.

Activity: PEMD PARTICIPATION IN FAR WEST SHOW, PORTLAND (AUGUAT 87).

Results Expected: DUE TO SLOW ACCEPTANCE OF NEW SOURCES \$50,000 SALES WITHIN 2 YEARS.

Activity: SOLO FOOD SHOW - SEATTLE (FEBRUARY 88)

Results Expected: 5 NEW COMPANIES INTRODUCED TO MARKET, EXPAND LOCAL AWARENESS OF CDN SOURCES AND \$50,000 IN SALES WITHIN ONE YEAR.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 611 SEATTLE

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	600.00M	\$ 600.00M	\$ 600.00M	\$ 550.00M
Canadian Exports \$	120.00M	\$ 110.00M	\$ 105.00M	\$ 100.00M
Canadian Share of Import Market	20.00%	20.00%	20.00%	20.00%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	080 %
ii) 265 JAPAN	015 %
iii) 075 CANADA	004 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) NAVIGATION EQUIPMENT	\$ 60.00 M
ii) OFFICE MACHINES	\$ 15.00 M
iii) TELECOMMUNICATION	\$ 15.00 M

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

- i) Project Name: AVIONICS
Approximate Value: \$ 1000 M
Financing Source: 012 DOM
For further info. please contact:
T. SELLEN (CCG) (206) 443-1777
- ii) Project Name: SPACE SYSTEMS/DATA PROCESSING
Approximate Value: \$ 800 M
Financing Source: 012 DOM
For further info. please contact:
T. SELLEN (CCG) (206) 443-1777

Export and Investment Promotion Planning System

MISSION: 611 SEATTLE .

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: REMOTE SENSING
Approximate Value: \$ 500 M
Financing Source: 012 DOM
For further info. please contact:
T. SELLEN (CCG) (206) 443-1777

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: PROMOTION OF DEFENCE/AEROSPACE OPPORTUNITIES

Results Expected: 20 NEW COMPANIES IN AREA.

Export and Investment Promotion Planning System

MISSION: 611 SEATTLE

COUNTRY: 577 UNITED STATES OF AMERICA

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: PEMD OR DISCRETIONARY PARTICIPATION AT NORTHCON '87.

Results Expected: 6 COMPANIES TO INCREASE THEIR PRESENCE IN LOCAL MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 611 SEATTLE

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2370.00M	\$ 2250.00M	\$ 2140.00M	\$ 2040.00M
Canadian Exports \$	50.20M	\$ 45.20M	\$ 40.40M	\$ 38.90M
Canadian Share of Import Market	2.10%	2.00%	1.90%	1.90%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	080 %
ii) 265 JAPAN	004 %
iii) 434 TAIWAN	003 %
iv) 268 KOREA	002 %
v) 609 EUROPEAN COMMON MARKET C	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) 3RD STOP LIGHT	\$ 0.00 M
ii) WOOL SEAT COVERS	\$ 0.00 M
iii) POLY APPEARANCE CHEM.	\$ 0.00 M
iv) TRUCK BED LINERS	\$ 0.00 M
v) ELECTRONIC CONTROL MODULES	\$ 0.00 M
vi) GAS STRUTS	\$ 0.00 M
vii) UNIV. CATALYTIC CONVERTERS	\$ 0.00 M
viii) GAS SPRINGS	\$ 0.00 M
ix) MIG WELDERS & PLASMA TORCHES	\$ 0.00 M
x) ELECTRONIC DIAGNOSIS (H. H.)	\$ 0.00 M

Export and Investment Promotion Planning System

MISSION: 611 SEATTLE

COUNTRY: 577 UNITED STATES OF AMERICA

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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
DISTANCE FROM CANADIAN PRODUCTION CENTRES; LOW POPULATION CONCENTRATION.

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

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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: AUTOMOTIVE AFTERMARKET TRADE SHOW - ONE DAY IN SEATTLE AND ONE DAY IN PORTLAND AREA. TENTATIVE MID/87

Results Expected: 30 PLUS CDN COMPANIES TO DISPLAY PRODUCTS AND GENERATE INROADS INTO MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 611 SEATTLE

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 083 MARINE INDUSTRIES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	157.00M	\$ 157.00M	\$ 157.00M	\$ 155.00M
Canadian Exports \$	12.20M	\$ 11.20M	\$ 10.20M	\$ 9.20M
Canadian Share of Import Market	8.00%	7.00%	6.00%	6.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	092 %
ii) 434 TAIWAN	006 %
iii) 265 JAPAN	002 %
iv) 268 KOREA	001 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) MARINE COMPONENTS	\$ 25.00 M
ii) MARINE ELECTRONICS	\$ 26.00 M
iii) PLEASURE BOATS	\$ 106.00 M
iv) WORK BOATS	\$ 5.00 M

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

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

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

IN COMMERCIAL SECTORS, JONES ACT CAN BE A PROBLEM. NO DUTY ON COMMERCIAL BOATS.

Export and Investment Promotion Planning System

MISSION: 611 SEATTLE

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 fairs
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: FOLLOW UP TO OIL AND GAS STUDY UNDERTAKEN IN 1985/86.

Results Expected: 85 COMPANIES APPRISED OF SIGNIFICANCE OF CHANGING CONDITIONS IN ALASKA.

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: INCOMING MARINE TRADE MISSION TO BRITISH COLUMBIA IN NOVEMBER/87 (FUNDED FROM DISCRETIONARY SOURCES).

Results Expected: 10 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 611 SEATTLE

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	410.00M	\$ 400.00M	\$ 380.00M	\$ 350.00M
Canadian Exports \$	120.00M	\$ 100.00M	\$ 95.00M	\$ 80.00M
Canadian Share of Import Market	28.00%	25.00%	25.00%	22.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	085 %
ii) 609 EUROPEAN COMMON MARKET C	005 %
iii) 265 JAPAN	003 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

i) AIRCRAFT SYSTEMS	In Canadian \$
ii) AIRCRAFT PARTS	\$ 80.00 M
	\$ 20.00 M

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

i) Project Name: PARTS SUPPLIERS/AIRCRAFT
Approximate Value: \$ 2000 M
Financing Source: 012 DDM
For further info. please contact:
T. SELLEN (CCG) (206) 443-1777

ii) Project Name: SYSTEMS/AIRBORNE
Approximate Value: \$ 2000 M
Financing Source: 012 DDM
For further info. please contact:
T. SELLEN (CCG) (206) 443-1777

Export and Investment Promotion Planning System

MISSION: 611 SEATTLE

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: SUB ASSEMBLIES/AIRCRAFT/SPACE
 Approximate Value: \$ 500 M
 Financing Source: 012 DOM
 For further info. please contact:
 T. SELLEN (CCG) (206) 443-1777

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
- approval of technical standards can present problems in the case of some imported products

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome

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
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: ONGOING PROMOTION OF BOEING OPPORTUNITIES FOR CANADIAN COMPANIES.

Results Expected: MORE CANADIAN COMPANIES PURSUING WIDER SPECTRUM OF BOEING PROGRAMS.

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: AD HOC GROUP VISITS TO BOEING.

Results Expected: 1. EXPAND RANGE OF COMPANIES DEALING WITH BOEING.
 2. EXPAND INVOLVEMENT OF CDN COMPANIES INTO A FULLER RANGE OF BOEING'S ACTIVITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 611 SEATTLE

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	5049.90M	\$ 5336.50M	\$ 4646.70M	\$ 3788.10M
Canadian Exports \$	437.65M	\$ 420.82M	\$ 400.78M	\$ 378.61M
Canadian Share of Import Market	8.60%	7.88%	8.63%	10.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	065 %
ii) 434 TAIWAN	010 %
iii) 265 JAPAN	007 %
iv) 268 KOREA	006 %
v) 075 CANADA	002 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) OFFICE PRODUCTS	\$ 1000.00 M
ii) APPAREL	\$ 2743.00 M
iii) LIGHTING PRODUCTS	\$ 1000.00 M
iv) MISC. OTHER	\$ 493.00 M
v) SPTG GOODS, TOYS, GAMES	\$ 50.00 M
vi) FOOTWEAR	\$ 50.00 M

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 moderate

Export and Investment Promotion Planning System

MISSION: 611 SEATTLE

COUNTRY: 577 UNITED STATES OF AMERICA

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

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:

BUY AMERICAN REGULATIONS WHEN BIDDING OFFICE FURNITURE/FURNISHING ON JOBS THAT INVOLVE FEDERAL/STATE FUNDS OR AGENCIES.

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

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

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: JULY 1987 SEATTLE GIFT SHOW

Results Expected: 15 NEW CANADIAN COMPANIES INTRODUCED TO MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 611 SEATTLE

Market: 577 UNITED STATES OF AMERICA

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 151 BUILDING PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	181.00M	\$ 175.00M	\$ 169.00M	\$ 175.00M
Canadian Exports \$	145.00M	\$ 140.00M	\$ 130.00M	\$ 140.00M
Canadian Share of Import Market	80.00%	80.00%	80.00%	80.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	090 %
ii) 075 CANADA	005 %
iii) 434 TAIWAN	002 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

	Current Total Imports In Canadian \$
i) COLD WEATHER TECHNOLOGY	\$ 0.00 M
ii) ALTERNATIVE LUMBER PRODUCTS	\$ 0.00 M
iii) THERMAL WINDOWS	\$ 0.00 M
iv) PROTECTIVE COATINGS	\$ 0.00 M
v) WATERLINE FREEZE PROTECT.	\$ 0.00 M
vi) ELECTRICAL PRODUCTS	\$ 0.00 M
vii) HAND TOOL	\$ 0.00 M
viii) WALL COVERINGS	\$ 0.00 M

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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- other factor(s) described by the Trade Office as follows:

BUY AMERICAN RESTRICTIONS ON CERTAIN GOVERNMENT CONTRACTS.

Export and Investment Promotion Planning System

MISSION: 611 SEATTLE

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
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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: SUPPORT CANADIAN PARTICIPATION IN WESTERN BUILDING MATERIALS DEALERS ASSOCIATION SHOW.

Results Expected: SIX COMPANIES INCREASE THEIR PENETRATION IN THE MARKET.

Activity: ENCOURAGE SUPPLIERS TO PARTICIPATE IN ONE OF TWO HOME SHOWS IN THE SEATTLE-TACOMA AREA.

Results Expected: SIX COMPANIES TO ENHANCE OR ESTABLISH THEIR MARKET POSITION.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 611 SEATTLE		
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS FISH EXPO - SEATTLE, WASH.,	SEATTLE	1087
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
024 MISSION INCOMING MISSION FROM US TO WESTERN CDAFARM PROGRESS SHOW	REGINA	0687
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 611 SEATTLE		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING WESTERN CANADIAN FARM PROGRESS SHOW	REGINA	0689
WESTERN CANADA FARM PROGRESS SHOW	REGINA	0688
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
010 FAIRS FISH EXPO	SEATTLE	1089
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS NORTHWEST MINING ASSOC. SHOW	SPOKANE	1288
Sector: 013 CONSUMER PRODUCTS		
024 MISSION INCOMING IIDEX	TORONTO	1089
IIDEX	TORONTO	1088

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 612 WASHINGTON

Country: 577 UNITED STATES OF AMERICA

DEFENCE PROGRAMS & EXPORT CONTROLS - IN 85/86 ACTIVITY CONTINUED AT A VERY HIGH LEVEL, REFLECTING ONGOING EFFORTS TO SUPPORT MKTG BY INDIVIDUAL FIRMS & MAJOR PROMOT'L PROJS. NEW INITIATIVES INCL. PARTICIPATION IN THE JOINT CERTIFICATION PROG., IN THE DEFENCE TRADE TASK FORCE, IN VARIOUS N. AMERICAN DEFENCE IND'L BASE WORKSHOPS, & ORG'N OF SPECIAL BRIEFINGS FOR US MILITARY PROCUREMENT OFFICES (WITH CDN EXPORTERS). THE POST WAS ESPECIALLY ACTIVE IN LOBBYING DOD, OTHER DEPTS & CONGRESS TO COUNTER A SPATE OF BUY AMERICAN LEGISLATION & REGULATIONS, AND IN PROMOTING THE SALE OF CDN-MADE PRODS. NUMEROUS REPORTS WERE PRODUCED ON THESE ACTIVITIES, ON DVLPMTS IN US EXPORT LICENSING PROCEDURES, & OTHER LEGISLATION & ORG'L CHANGES AFFECTING CDN TRADE INTERESTS. BUSINESS INFLUENCED TOTALLED \$1.5 BN. IN '87, US BUDGETARY RESTRAINTS WILL GENERALLY INCREASE COMPETITION FOR DOD CONTRACTS & REQUIRE CDN COS TO FIGHT HARDER FOR US BUSINESS. EVEN SO, DOD PROCUREMENT WILL APPROX. US \$115 BN & OPPORT. FOR CDNS ARE LIKELY TO EXPAND FURTHER. IRONICALLY, BUDGETARY RESTRAINT, TOGETHER WITH THE COMPETITION IN CONTRACTING ACT & THE NUNN AMENDMENT IS ENCOURAGING DOD TO LOOK MORE CLOSELY AT ALLIED EQPT., ESPECIALLY WHEN IT IS ALREADY PROVEN & IN PROD'N. MAJOR NEW INITIATIVES, SUCH AS THE ADI & PROJ. FORECAST 2, & NEW BILATERAL ACTIVITIES (NEW DEV. SHARING WORKING GROUPS, PLANNED PRODR ACTIVITIES ETC.) ARE EXPECTED TO IDENTIFY IMPORTANT ADD'L JOINT PROJS. THERE WILL BE A NEED TO INCREASE LOBBYING & REPORTING ACTIVITIES IN SUPPORT OF DEFENCE TRADE. PROTECTIONIST PRESSURES IN CONGRESS ARE LIKELY TO CONTINUE UNABATED, & THE INFO. REQUIREMENTS OF THE TRADE NEGOTIATIONS OFFICE WILL CONTINUE TO GROW. THERE WILL BE STRONG WORK DEMANDS IN THE AREA OF TECH. TRANSFERS (INCL. VHSIC & MIMIC) & US EXPORT CONTROLS (IMP-ORTANT FOR CDN HIGH TECH EXPORTS TO THIRD-COUNTRY MKTS). MARKET ACCESS & NON-DEFENCE FEDERAL GOVT PROCUREMENT - US FED'L GOVT PROCUREMENT TOTALS OVER US\$200 BN. IMPORTANT SECTORS OPEN TO CDN PRODS, OTHER THAN DEFENCE, ARE COMMUNIC'NS & INFO., WITH PURCHASES OF SOME \$4.5-5 BN ANNUALLY. THERE ARE ALSO OPPORT. IN OFFICE FURNITURE (ESPECIALLY SYSTEMS FURNITURE) WHERE \$300-400 MN IS SPENT ANNUALLY. NASA, FAA, DOD GSA & OTHER DEPTS OFFER GOOD OPPORT., WITH EXPENDITURES OF OVER \$15.7 BN. WITH A MAJOR US TRADE BILL PROMISED, OF PARTICULAR IMPORTANCE WILL BE MONITORING & PROCUREMENT MATTERS, & IN MKT ACCESS AREAS SUCH AS CUSTOMS (EG. USER FEES). THE FREER TRADE NEGOTIATIONS WILL CONTINUE TO REQUIRE SUBSTANTIAL INFO. GATHERING AND ECON. REPORTING BY THE POST, & IF SUCCESSFUL WILL SUBSTANTIALLY INCREASE EXPORT PROMOTION WORK. THE FAVOURABLE US-CDN DOLLAR EXCHANGE RATE CONTINUES TO OPEN OPPORT. FOR NEW CDN EXPORTERS WHO OFTEN REQUIRE MKT ACCESS ADVICE & ASSISTANCE IN ORDER TO SELL SUCCESSFULLY IN THE USA AS A WHOLE. BUSINESS INFORMATION CENTER TYPE OF DEMANDS ARE FORECASTED TO INCREASE.

Export and Investment Promotion Planning System

REPT: SYN-GED 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: HUGE US DEFENCE PROCUREMENT PROGRAM;

2. 005 COMM. & INFORM. EQP. & SERV

REASONS: US FEDERAL GOVT IS AUTOMATING ITS OPERATIONS (CREATING EXTENSIVE DEMAND FOR COMMUNICATIONS AND INFORMATICS).

3. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: LARGE MARKET -FAVOURBLE EXCHANGE RATES OFFER OPPORTUNITIES FOR PROCESSED FOOD. -THERE ARE MANY MARKET ACCESS PROBLEMS.

4. 013 CONSUMER PRODUCTS

REASONS: U.S. FEDERAL GOVERNMENT IS CONSOLIDATING ITS OFFICE SPACE (CREATING LARGE DEMAND FOR OFFICE SYSTEMS FURNITURE) FAVORABLE EXCHANGE RATES AN ASSET.

5. 006 ELECTRONICS EQUIP. & SERV

REASONS: HIGH U.S. FEDERAL GOVERNMENT DEMAND FOR ADVANCED ELECTRONICS AND INSTRUMENTATION.

6. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: CANADIAN HEALTH CARE PRODUCTS ARE SUITABLE FOR LARGE US MARKET ONCE ACCESS OBSTACLES ARE OVERCOME (ESPECIALLY FDA REQUIREMENTS).

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

2. 005 COMM. & INFORM. EQP. & SERV

3. 013 CONSUMER PRODUCTS

4. 006 ELECTRONICS EQUIP. & SERV

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

Current status of Canadian exports: Well established and growing

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

- there are import restrictions which can present significant problems
- approval of technical standards can present problems in the case of some imported products

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
 - BUY-AMERICA RESTRICTIONS & BERRY AMENDMENT PREVENT SALES OF CDN FOOD PRODUCTS TO DOD, AND OTHER US FEDERAL GOVERNMENT AGENCIES.
 - FDA LABELLING AND STANDARDS OF IDENTITY REGULATIONS MUST BE MET IN ORDER TO SELL IN USA.

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
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPORTERS, IN OVERCOMING NON-TARIFF BARRIERS (FDA, BATF). WASHINGTON IS THE ONLY SOURCE OF THIS EXPORT CRITICAL INFORMATION IN THE USA.

Results Expected: BETTER ACCESS FOR CANADIAN FOOD PRODUCTS AND LESS REJECTION BY THE US. FDA AND CUSTOMS AUTHORITIES.

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 AND IMPROVE THE LEVEL OF PROFILE WITH THE INTERNATIONAL FINANCE CORPORATION (IFC) THROUGH INCREASED MEETINGS.

Results Expected: BETTER INFORM CDN COS & GVT. OFFICIALS ON POLICIES, PRACTICES & PROCEDURES. PARTICULARLY RELEVANT TO CDN EXPORT. OF FOOD & AGR. PRODUCTS SEEKING DEVELOPING COUNTRY MARKETS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 041 AEROSPACE & MARINE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	54000.00M	\$53000.00M	\$52600.00M	\$ 0.00M NA
Canadian Exports \$	665.00M	\$ 630.00M	\$ 609.00M	\$ 513.00M
Canadian Share of Import Market	1.20%	1.20%	1.20%	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 354 NETHERLANDS	000 %
iii) 051 UNITED KINGDOM	000 %
iv) 128 GERMANY WEST	000 %
v) 237 ITALY	000 %
vi) 038 BELGIUM	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports:

Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) SURVEILLANCE DRONES	\$ 0.00 M
ii) R. D. V. S	\$ 0.00 M
iii) AIRCRAFT ENGINES AND PARTS	\$ 0.00 M
iv) TRANSPORT EW AIRCRAFT	\$ 0.00 M
v) TARGET DRONES	\$ 0.00 M
vi) AIRFRAME COMPONENTS	\$ 0.00 M
vii) SONOBUOYS	\$ 0.00 M

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

i) Project Name: AIR DEFENSE INITIATIVE

Approximate Value: \$ 700 M

Financing Source:

For further info. please contact:

D. BUXTON/TEL: (202)785-1400, EXTOTT/TDE TLX: 0089 664

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

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.

ii) Project Name: COMPONENTS FOR AH-64 APACHE ATTACK
HELICOPTERS

Approximate Value: \$ M

Financing Source:

For further info. please contact:

D. BUXTON/TEL: (202)785-1400, EXTOTT/TDE TLX:0089 664

iii) Project Name: POTENTIAL SHARED DEVELOPMENT PROGRAMS
(4 IDENTIFIED)

Approximate Value: \$ 50 M

Financing Source:

For further info. please contact:

D. BUXTON/TEL: (202)785-1400, EXTOTT/TDE TLX:0089 664

iv) Project Name: SUBSYSTEMS FOR NATIONAL AEROSPACE PLANE

Approximate Value: \$ M

Financing Source:

For further info. please contact:

D. BUXTON/TEL: (202)785-1400, EXTOTT/TDE TLX:0089 664

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
BUY AMERICAN LEGISLATION, INCLUDING BYRNES TOLLEFSON AMENDMENT,
SMALL BUSINESS SET-ASIDES, ETC. ACCESS TO INFORMATION, NATIONAL
SECURITY/FOREIGN DISCLOSURE CONSTRAINTS, ETC.

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
- the existence of a bilateral economic/trade arrangement between Canada and this country

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: COMPLETE STUDY TO OBTAIN LIST OF US SUPPORT PROGRAMS IN DEFENCE PRODUCTS AREA.

Results Expected: IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

Activity: STUDY OF US OWNERSHIP, AND CONTROL OF CANADIAN DEFENCE INDUSTRY AND US CONTENT IN CDN DEFENCE PRODUCTS.

Results Expected: IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

Activity: STUDY ON INTEGRATED NATURE OF N. AMERICAN DEFENCE INDUSTRIAL BASE AND NEGATIVE POTENTIAL AND PROTECTIONIST MEASURES.

Results Expected: IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

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: SERIES OF INDUSTRY PRESENTATIONS AT EMBASSY AIMED AT ADI/SDI MARKETS (ONE OR MORE COMPANIES PER BRIEFING)

Results Expected: R & D CONTRACTS AND INCREASED SALES.

Activity: MINE COUNTERMEASURES BRIEFING AT EMBASSY (APPROXIMATELY 20 COMPANIES).

Results Expected: R & D CONTRACTS AND INCREASED SALES.

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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: INDIVIDUAL INDUSTRY PRESENTATIONS AT EMBASSY

Results Expected: R & D CONTRACTS AND INCREASED SALES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 042 ARMAMENTS & VEHICLES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 30000.00M	\$29000.00M	\$28100.00M	\$ 0.00M NA
Canadian Exports	\$ 480.00M	\$ 460.00M	\$ 418.00M	\$ 370.00M
Canadian Share of Import Market	1.60%	1.60%	1.60%	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 354 NETHERLANDS	000 %
iii) 051 UNITED KINGDOM	000 %
iv) 128 GERMANY WEST	000 %
v) 237 ITALY	000 %
vi) 038 BELGIUM	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) LAV	\$ 0.00 M
ii) ADATS	\$ 0.00 M
iii) CRV-7	\$ 0.00 M
iv) VEHICLE COMPONENTS	\$ 0.00 M
v) ILTIS JEEP	\$ 0.00 M
vi) TANK PARTS	\$ 0.00 M
vii) SPECIAL PURPOSE VEHICLES	\$ 0.00 M
viii) PRECISION GUIDED MISSILE COMPONENTS	\$ 0.00 M
ix) AMMUNITION/ORDNANCE	\$ 0.00 M

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

i) Project Name: COMPONENTS FOR NEW FAMILY OF ARMoured VEHICLES

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

D. BUXTON, TEL: (202)785-1400, EXTOTT/TDA TLX: 0089 664

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

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.

ii) Project Name: POSSIBLE PROCUREMENT OF JEEPS BY LIGHT
INFANTRY DIVISION

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

D. BUXTON/TEL: (202)785-1400, EXTOTT/TDA TLX: 0089 664

iii) Project Name: MISCELLANEOUS STRATEGIC AND TECHNICAL
MISSILES

Approximate Value: \$ 1.5 M

Financing Source: 012 DOM

For further info. please contact:

D. BUXTON/TEL: (202)785-1400, EXTOTT/TDA TLX: 0089 664

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

BUY AMERICA LEGISLATION/PRACTICES; SMALL BUSINESS SET ASIDES;
ACCESS TO INFORMATION, NATIONAL SECURITY; FOREIGN DISCLOSURE
CONSTRAINTS.

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: COMPLETE STUDY TO OBTAIN LIST OF US SUPPORT PROGRAMS IN DEFENCE PRODUCTS AREA.

Results Expected: IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

Activity: STUDY OF US OWNERSHIP, AND CONTROL OF CANADIAN DEFENCE INDUSTRY AND US CONTENT IN CDN DEFENCE PRODUCTS.

Results Expected: IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

Activity: STUDY ON INTEGRATED NATURE OF N. AMERICAN DEFENCE INDUSTRIAL BASE AND NEGATIVE POTENTIAL OF PROTECTIONIST MEASURES.

Results Expected: IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

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: PARTICIPATION IN PRECISION GUIDED MISSILE STUDY GROUP (NORTH AMERICAN INDUSTRIAL BASE)

Results Expected: INCREASED SALES OF MISSILE COMPONENTS

Activity: INDIVIDUAL COMPANY PRESENTATIONS AT EMBASSY TO DOD OFFICIALS

Results Expected: INCREASED SALES

Activity: SENIOR LEVEL DOD MEETINGS (AS APPROPRIATE) TO LOBBY ON BEHALF OF CANADIAN PRODUCTS

Results Expected: INCREASED SALES

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL & ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 30000.00M	\$28000.00M	\$26800.00M	\$ 0.00M NA
Canadian Exports	\$ 750.00M	\$ 650.00M	\$ 559.00M	\$ 450.00M
Canadian Share of Import Market	2.00%	2.00%	2.00%	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 354 NETHERLANDS	000 %
iii) 051 UNITED KINGDOM	000 %
iv) 128 GERMANY WEST	000 %
v) 237 ITALY	000 %
vi) 038 BELGIUM	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) COMMUNICATIONS EQUIPMENT	\$ 0.00 M
ii) FIRE CONTROL SYSTEMS	\$ 0.00 M
iii) ELECTRONIC COMPONENTS/SUBASSEMBLES	\$ 0.00 M
iv) TRAINING SIMULATORS	\$ 0.00 M
v) NAVIGATION EQUIPMENT	\$ 0.00 M
vi) AVIONICS	\$ 0.00 M
vii) SECURITY SYSTEMS	\$ 0.00 M

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

i) Project Name: DUER RADIO
Approximate Value: \$ 1000 M
Financing Source: 012 DOM
For further info. please contact:
D. BUXTON/TEL: (202)483-5505 EXTOTT/TDE

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

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.

ii) Project Name: TRAINING SIMULATORS FOR ARMY & AIR FORCE

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

D. BUXTON/TEL: (202)483-5505 EXTOTT/TDE

iii) Project Name: FAADS-LOS (ADATS)

Approximate Value: \$ 4300 M

Financing Source: 012 DOM

For further info. please contact:

W. DECHANT/TEL: (202)483-5505 EXTOTT/TDE

iv) Project Name: LAMPS

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

D. BUXTON/TEL: (202)483-5505&W. DECHANT/EXTOTT/TDE

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
BUY AMERICAN LEGISLATION, SMALL BUSINESS SET-ASIDES, ETC.
ACCESS TO INFORMATION, ETC. NATIONAL SECURITY/FOREIGN DISCLOSURE
CONSTRAINTS, ETC.

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: COMPLETE STUDY TO OBTAIN LIST OF US SUPPORT PROGRAMS IN DEFENCE PRODUCTS AREA.

Results Expected: IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

Activity: STUDY OF US OWNERSHIP, AND CONTROL OF CANADIAN DEFENCE INDUSTRY, AND US CONTENT IN CDN DEFENCE PRODUCTS.

Results Expected: IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

Activity: STUDY ON INTEGRATED NATURE OF N. AMERICAN DEFENCE INDUSTRIAL BASE AND NEGATIVE POTENTIAL AND PROTECTIONIST MEASURES.

Results Expected: IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

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: INDIVIDUAL COMPANY PRESENTATIONS TO DOD OFFICIALS AT EMBASSY.

Results Expected: -TO INTRODUCE CDN COMPANIES TO KEY CONTACTS IN DOD. - INCREASED SALES.

Activity: SENIOR LEVEL REPRESENTATIONS TO DOD OFFICIALS ON BEHALF OF CDN PRODUCTS (AS APPROPRIATE).

Results Expected: -TO INTRODUCE CDN COMPANIES TO KEY CONTACTS IN DOD - INCREASED SALES

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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: RE-ESTABLISHMENT OF AIR FORCE ESD DDSA WORKING GROUP

Results Expected: INCREASE IN DEFENCE DEVELOPMENT SHARING PROJECTS LEADING TO INCREASED SALES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	280.00M	\$ 260.00M	\$ 255.00M	\$ 250.00M
Canadian Exports \$	25.00M	\$ 23.00M	\$ 22.00M	\$ 20.00M
Canadian Share of Import Market	9.00%	9.00%	9.00%	8.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 265 JAPAN	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) TELECOMMUNICATIONS SYSTEM EQUIPMENT	\$ 0.00 M
ii) LAN NETWORK TELECOMMUNICATIONS EQUIPMENT	\$ 0.00 M
iii) SATELLITE RECEIVING EQUIPMENT	\$ 0.00 M
iv) PACKET SWITCHING EQUIPMENT	\$ 0.00 M

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

i) Project Name: FTS 2000 (U.S. FEDERAL GOVERNMENT
TELECOMMUNICATIONS).

Approximate Value: \$ 6000 M

Financing Source: 012 DOM

For further info. please contact:

M. TEBBUTT (EMBASSY) (202-483-6598)

ii) Project Name: AUTOMATION & UPDATING OF COMPUTERS IN
FEDERAL GOV., INCLUDING DATA COMM. LINKS.

Approximate Value: \$ 5000 M

Financing Source: 012 DOM

For further info. please contact:

M. TEBBUTT (EMBASSY) (202-483-6598)

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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 moderate
- approval of technical standards can present problems in the case of some imported products

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

- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
BUY AMERICA POLICIES & NATIONAL SECURITY REGULATIONS ON COMMUNICATIONS EQUIPMENT FOR SALES TO U. S. SECURITY REQUIREMENTS FOR SALES TO U. S. FEDERAL GOVERNMENT.

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
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: CONTINUE TO ADVISE CANADIAN INDUSTRY OF OPPORTUNITIES IN MAJOR PROJECTS (EG. FTS 2000).

Results Expected: IMPROVED PROCUREMENT BIDDING OPPORTUNITIES IN THIS SECTOR AND OTHERS. THIS WILL BE ESPECIALLY RELEVANT AS A FOLLOW-UP TO THE CURRENT BIDNET AND DABS PROGRAMS.

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: PROVIDE INFORMATION & ASSISTANCE TO CANADIAN MANUFACTURING ENTERING THE U. S. FEDERAL GOVERNMENT MARKET.

Results Expected: IMPROVED PROCUREMENT BIDDING OPPORTUNITIES IN THIS SECTOR AND OTHERS. THIS WILL BE ESPECIALLY RELEVANT AS A FOLLOW-UP TO THE CURRENT BIDNET AND DABS PROGRAMS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4500.00M	\$ 4000.00M	\$ 3045.00M	\$ 3000.00M
Canadian Exports \$	1.00M	\$ 0.90M	\$ 0.80M	\$ 0.60M
Canadian Share of Import Market	0.05%	0.04%	0.03%	0.02%

Major Competing Countries

Market Share

- | | |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 080 % |
| ii) 265 JAPAN | 020 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

- | | |
|--|----------------|
| | In Canadian \$ |
| i) ADPE SYSTEM CONFIGURATION (OFFICE) | \$ 0.00 M |
| ii) SPECIALIZED (NICHE) MICROCOMPUTER HARDWARE | \$ 0.00 M |
| iii) SPECIALIZED (NICHE) MICRO-/MINI-COMPUTER SOFTWARE | \$ 0.00 M |
| iv) ADP COMMUNICATIONS (EG. PACKET; SWITCHING) | \$ 0.00 M |
| v) LOCAL-AREA NETWORK EQUIPMENT | \$ 0.00 M |
| vi) LOCAL-AREA NETWORK SOFTWARE | \$ 0.00 M |

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

- i) Project Name: FTS 2000(SUB-CONTRACTING)USA FEDERAL GOVERNMENT TELECOMMUNICATIONS

Approximate Value: \$ 6000 M

Financing Source: 012 DOM

For further info. please contact:

EMBASSY (202) 483-6598

- ii) Project Name: USA FEDERAL GOVERNMENT-WIDE INCREASING USE OF COMPUTERIZATION

Approximate Value: \$ 5000 M

Financing Source: 012 DOM

For further info. please contact:

EMBASSY (202)483-6598

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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

- approval of technical standards can present problems in the case of some imported products

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

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
 - BUY AMERICA REGULATIONS - NATIONAL SECURITY REGULATIONS
 - LACK OF KNOWLEDGE BY CANADIAN EXPORTERS OF USA FEDERAL GOVERNMENT ACQUISITION REGULATIONS AND PROCEDURES.

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
- use of Canadian Government 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 existence of a bilateral economic/trade arrangement between Canada and this country

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: CONTINUING INDIVIDUAL COMPANY PRESENTATIONS TO USA FEDERAL GOVERNMENT OFFICIALS.

Results Expected: NEW PENETRATION AND IMPROVED ACCEPTABILITY OF CANADIAN DEFENCE RELATED PRODUCTS.

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: CONTINUING ADVICE AND ASSISTANCE TO CANADIAN FIRMS ON HOW TO SELL TO USA FEDERAL GOVERNMENT AGENCIES.

Results Expected: CANADIAN COMPANY WILL SAVE CONSIDERABLE TIME AND COST AND AVOID BEING DISCOURAGED BY THE PURCHASING BUREAUCRACY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

Sector: 006 ELECTRONICS EQUIP. & SERV

Subsector: 062 INSTRUMENTATION

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2300.00M	\$ 2200.00M	\$ 2138.00M	\$ 2000.00M
Canadian Exports \$	34.00M	\$ 33.00M	\$ 33.00M	\$ 32.00M
Canadian Share of Import Market	1.47%	1.50%	1.55%	1.60%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 128 GERMANY WEST	000 %
iii) 265 JAPAN	000 %
iv) 051 UNITED KINGDOM	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) ELECTRONIC MEASURING INSTRUMENTATION	\$ 600.00 M
ii) NAVIGATIONAL INSTRUMENTS	\$ 550.00 M
iii) ENGINE INSTRUMENTS	\$ 90.00 M
iv) HAZARD DETECTING INSTRUMENTS	\$ 90.00 M
v) METEOROLOGICAL INSTRUMENTS	\$ 0.00 M
vi) OTHER SCIENTIFIC INSTRUMENTS	\$ 0.00 M

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

i) Project Name: CLEAN WATER BILL
Approximate Value: \$ 2.0 M
Financing Source: 012 DOM
For further info. please contact:
WASHINGTON/EMBASSY (202) 483-6598

ii) Project Name: CLEAN AIR BILL
Approximate Value: \$ 4.0 M
Financing Source: 012 DOM
For further info. please contact:
WASHINGTON/EMBASSY (202) 483-6598

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

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: DRUG ENFORCEMENT
Approximate Value: \$ 15. M
Financing Source: 012 DOM
For further info. please contact:
WASHINGTON/EMBASSY TEL: (202)483-6598

iv) Project Name: ACID RAIN SOLUTIONS
Approximate Value: \$ 10. M
Financing Source: 012 DOM
For further info. please contact:
WASHINGTON/EMBASSY TEL: (202)483-6598

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

- approval of technical standards can present problems in the case of some imported products

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

BUY AMERICA POLICY RESTRICTING SALES TO U. S. FEDERAL GOVERNMENT AGENCIES.

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
- use of Canadian Government export promotion activities
- the existence of a bilateral economic/trade arrangement between Canada and this country

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: CONTINUING TO ADVISE CANADIAN FIRMS ON PROCEDURES AND OPPORTUNITIES IN MARKETING TO U. S. FEDERAL GOVERNMENT.

Results Expected: CDN FIRMS WITH SOPHISTICATED PRODS, ESPECIALLY NICHE PRODS MEETING GOVT FOR DEFENCE NEEDS, CAN BE EXPECTED TO ACHIEVE GD SALES IN THIS MKT, ONCE ADVICE & PROCEDURES RECEIVED.

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: TO CONTINUE PRESENTING INDIVIDUAL COMPANIES TO SELECTED SENIOR U. S. FEDERAL GOVERNMENT OFFICIALS.

Results Expected: FAMILIARISATION OF INFLUENTIAL FEDERAL GOVT. OFFICIALS WITH ADVANCED TECH. AVAILABLE FM CDN SOURCES. INCREASING ACCESS TO SENIOR U. S. GOVT. OFFICIALS FOR CANADIAN COMPANIES.

Activity: GROUP PRESENTATIONS BY CANADIAN COMPANIES IN SELECTED AREAS E. G. SECURITY PRODUCTS, DRUG ENFORCEMENT AND POLLUTION CONTROL.

Results Expected: CANADIAN COMPANIES WITH SOPHISTICATED PRODS COULD ANTICIPATE GOOD SALES OVER A LONG TERM PERIOD.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 131 APPAREL (CLOTH, FUR, SHOES) TEXT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 434 TAIWAN	000 %
iii) 192 PEOPLE'S REP OF CHINA	000 %
iv) 349 MEXICO	000 %
v) 237 ITALY	000 %
vi) 189 HONG KONG	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

Current status of Canadian exports: Well established and growing

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high
- approval of technical standards can present problems in the case of some imported products

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
 - QUOTAS AND HIGH TARIFFS POSE OBSTACLES ON GENERAL BASIS.
 - BERRY AMENDMENT PREVENTS SALES TO U.S. DEPARTMENT OF DEFENSE.

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

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
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: CONTINUING ASSISTANCE, ESPECIALLY WITH U. S. CUSTOMS SERVICE, RE CLASSIFICATION, IS REQUIRED TO ENSURE ENTRY OF CANADIAN GOODS.

Results Expected: BETTER ACCESS TO US MARKETS FOR CANADIAN EXPORTERS ESPECIALLY FOR THE GROWING FASHION INDUSTRIES (EXCLUDING FURS).

Activity: CONTINUING ADVICE AS TO FTC LABELLING REQUIREMENTS AND CPSC FIRE-RETARDANT STANDARDS, ON RESPONSIVE BASIS.

Results Expected: IMPROVED ACCEPTANCE BY THE US CONSUMER OF CDN APPAREL PRODUCTS AS WELL AS KEEPING PACE WITH PRODUCTS FROM COMPETING NATIONS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 135 FURNITURE & APPLIANCES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	190.00M	\$ 170.00M	\$ 161.00M	\$ 160.00M
Canadian Exports \$	0.08M	\$ 0.06M	\$ 0.05M	\$ 0.04M
Canadian Share of Import Market	0.03%	0.02%	0.02%	0.02%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

1-3 \$M

Current status of Canadian exports:

No Export results to date

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

- i) SYSTEM OFFICE FURNITURE
- ii) ADP OFFICE FURNITURE
- iii) STANDARD OFFICE FURNISHINGS

\$ 0.00 M

\$ 0.00 M

\$ 0.00 M

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

- i) Project Name: CONSOLIDATION OF U. S. FEDERAL GOVERNMENT
OFFICE SPACE

Approximate Value: \$ 300 M

Financing Source: 012 DOM

For further info. please contact:

MARGARET TEBBUTT/R. MAHAR EMBASSY TEL: (202)785-1400

- ii) Project Name: INCREASED QUANTITY OF COMPUTER/ADP EQUIP
IN GOVERNMENT REQUIRES SPECIAL FURNITURE

Approximate Value: \$ 300 M

Financing Source: 012 DOM

For further info. please contact:

MARGARET TEBBUTT/R. MAHAR EMBASSY TEL: (202)785-1400

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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 moderate
- approval of technical standards can present problems in the case of some imported products

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
 - SMALL BUSINESS SET-ASIDES IN USA FEDERAL GOVERNMENT PROCUREMENT
 - BUY-AMERICA RESTRICTIONS

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
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: POST HAS PROVIDED MARKET INFORMATION, ESPECIALLY AS REGARDS OFFICE SYSTEM FURNITURE, TO CANADIAN INDUSTRY, VIA DRIEOTT/JFCP.

Results Expected: 5-10 CANADIAN FIRMS EXPECTED TO BID ON CONTRACTS.

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: POST HAS CONSULTED WITH SENIOR U.S. FEDERAL GOVERNMENT OFFICIALS RESPONSIBLE FOR REQUISITION OF FURNITURE AS TO MARKET OPPORTUNITIES.

Results Expected: ENHANCED ACCESS TO INFORMATION LEADING TO MORE CURRENT DATA ON GOVERNMENT PROCUREMENT BID OPPORTUNITIES FOR CANADIAN SUPPLIERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 612 WASHINGTON

Market: 577 UNITED STATES OF AMERICA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 141 PHARMCEUTICALS & BIOTECHNOLOGY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Exports \$	0.00M NA	\$ 0.00M NA	\$ 0.00M NA	\$ 0.00M NA
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospectsCurrent Total Imports
In Canadian \$
\$ 0.00 M

i) OTC (ALL) DRUGS

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
- approval of technical standards can present problems in the case of some imported products

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
-OBTAINING FDA & BATF APPROVAL (OR CONCURRENCE) IS TIME-CONSUMING
EXPENSIVE AND REQUIRES REGULATORY EXPERIENCE.

Export and Investment Promotion Planning System

MISSION: 612 WASHINGTON

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
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: CONTINUING DETAILED ASSISTANCE TO INDUSTRY AS REQUIRED TO ENSURE U. S. REGULATORY REQUIREMENTS (NON-TARIFF BARRIERS) COMPLIANCE.

Results Expected: BETTER ACCESS FOR CANADIAN EXPORTERS, LESS DELAYS IN RESPONDING TO BID OPPORTUNITIES AND GREATER ACCEPTANCE OF CANADIAN PRODUCTS.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 612 WASHINGTON		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS AFCEA '87 - WASHINGTON, D. C.	WASHINGTON	0687
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS FEDERAL OFFICE SYSTEMS EXPO., WASHINGTON, DC	WASHINGTON	0487
FEDERAL COMPUTER CONFERENCE, WASHINGTON, DC	WASHINGTON	0987
FEDERAL/NATIONAL OFFICE AUTOMATION CONF., WAS	WASHINGTON	1087
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS MARINE CORPS LEAGUE SHOW, WASHINGTON, DC	WASHINGTON	0887
AUSA '87 - WASHINGTON, DC, USA	WASHINGTON	1087
AMERICAN SOCIETY OF NAVAL ENG. (ASNE) EXPO, WASHINGTO	WASHINGTON	0587
AIR, SEA, SPACE EXPOSITION (NAVY LEAGUE SHOW) WASHINGT	WASHINGTON	0487
024 MISSION INCOMING BUYERS FROM WASHINGTON TO OCEANS '87, HALIFAX, NS	HALIFAX	0987

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 612 WASHINGTON		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS AFCEA	WASHINGTON	0589
AFCEA	WASHINGTON, DC	0588
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS FEDERAL COMPUTER CONFERENCE	WASHINGTON, DC	0989
FEDERAL COMPUTER CONFERENCE	WASHINGTON, DC	0988
FOCIS	WASHINGTON, DC	0689
FOCIS	WASHINGTON, DC	0688
COMMUNICATIONS NETWORK	WASHINGTON, DC	0190
COMMUNICATIONS NETWORK	WASHINGTON, DC	0189

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 613 BUFFALO

Country: 577 UNITED STATES OF AMERICA

UPSTATE NEW YORK (I. E. FROM LAKE ERIE SHORE TO LAKE CHAMPLAIN SHORES) IS CHARACTERIZED AS A MIXED ECONOMY RELYING ON SEVERAL INDUSTRIAL SECTORS SUCH AS DEFENCE INDUSTRIES (G. E., BELL AEROSPACE, SIERRA RESEARCH, HARRIS COMMUNICATIONS), PHOTOGRAPHY (KODAK), AUTOMOBILE (GM, FORD, CHRYSLER), COMPUTER SOFTWARE AND SERVICES ETC. ON THE DOWN SIDE, HEAVY INDUSTRIES (STEEL MANUFACTURING), FOUNDRIES AND ELECTRIC MOTORS (WESTINGHOUSE) ARE GRADUALLY CLOSING.

MANUFACTURING JOBS HAVE DROPPED FROM 26% OF THE STATE'S EMPLOYMENT IN 1969 TO 16% IN 1985 WITH SERVICE JOBS RISING FROM 18.5% TO 27% IN THE SAME PERIOD. THERE HAS THEREFORE BEEN A SHIFT FROM BLUE COLLAR HIGHER PAYING JOBS TO LOWER PAYING JOBS. THE CURRENT UNEMPLOYMENT RATE IN THE STATE IS AROUND 7% WHICH IS ABOUT THE NATIONAL AVERAGE BUT BETTER THAN THE CANADIAN RATE.

UPSTATE NEW YORK IS CONSIDERED TO BE ONE OF THE MOST PRICE SENSITIVE AREAS IN THE U. S. FOR BOTH CONSUMER AND INDUSTRIAL GOODS.

Export and Investment Promotion Planning System

REPT: SYN-GED 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 613 BUFFALO

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: OUR 5 MAJOR AREA GROCERY CHAINS ARE ACCUSTOMED TO BUYING FROM CANADA AND GEOGRAPHIC PROXIMITY IS A BIG FACTOR.

2. 010 MINE, METAL, MINERAL PROD & SRV

REASONS: BOTH CIVILIAN & DEFENCE INDUSTRIES ARE GRADUALLY RECOGNIZING BIG ADVANTAGE IN SOURCING COMPONENTS FROM CANADA DUE TO 40% DIFFERENCE IN DOLLAR AND JUST IN TIME DELIVERY.

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: RESPONSE EXTREMELY GOOD FROM CANADIAN PARTICIPATION IN ROCHESTER COMPUTER SHOW. CANADIAN SOFTWARE IN PLENTIFUL SUPPLY.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS. EQUIP. COMP. SERV.
2. 010 MINE, METAL, MINERAL PROD & SRV
3. 011 OIL & GAS EQUIPMENT, SERVICES
4. 007 POWER & ENERGY EQUIP. & SERV.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 613 BUFFALO

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	10500.00M	\$10200.00M	\$10000.00M	\$ 9800.00M
Canadian Exports \$	629.00M	\$ 572.00M	\$ 484.00M	\$ 440.00M
Canadian Share of Import Market	6.09%	5.60%	4.80%	5.00%

Major Competing Countries

Market Share

i) 112 FRANCE	000 %
ii) 051 UNITED KINGDOM	000 %
iii) 512 SWITZERLAND	000 %
iv) 577 UNITED STATES OF AMERICA	095 %
v) 616 OTHER COUNTRIES	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

i) MEAT	In Canadian \$	\$ 32.00 M
ii) SUGAR	\$	12.00 M
iii) FISH	\$	10.00 M
iv) BEER	\$	9.20 M
v) VEGETABLES	\$	7.10 M
vi) OTHER FOODS	\$	3.40 M

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

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

- No factors reported by mission

Export and Investment Promotion Planning System

MISSION: 613 BUFFALO

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 fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: THROUGH THE INCREASINGLY POPULAR NEB PROGRAM JOINTLY SPONSORED BETWEEN BUFFALO AND THE PROVINCES OF ONTARIO AND QUEBEC IDENTIFY NEW AND POTENTIAL PROCESSED FOOD EXPORTERS.

Results Expected: A MINIMUM OF 10 NEW EXPORTERS INTO THE TERRITORY AND AT LEAST \$1-2 MILLION INCREMENTAL SALES.

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: OBTAIN UP TO DATE LISTING OF ALL FOOD BUYERS IN 5 MAJOR GROCERY CHAINS.

Results Expected: PROVIDE MORE ACCURATE & BROADER RANGE OF BUSINESS CONTACTS FOR UP TO 300 NEW EXPORTERS EXPECTED TO VISIT THE POST TERRITORY IN NEXT 12 MONTH.

Activity: UPDATE UPSTATE NEW YORK FOOD MARKET PROFILE.

Results Expected: EXPANSION & UPDATING OF EXPORTERS INFORMATION VIS-A-VIS INFORMATION ON LABELLING, FDA APPROVALS ETC. ENABLING EXPORTERS TO BETTER MEET MARKET ACCEPTANCE.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 613 BUFFALO

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	445.00M	\$ 430.00M	\$ 415.00M	\$ 400.00M
Canadian Exports \$	16.00M	\$ 14.00M	\$ 12.00M	\$ 10.00M
Canadian Share of Import Market	3.60%	3.20%	2.80%	2.50%

Major Competing Countries	Market Share
i) 265 JAPAN	005 %
ii) 051 UNITED KINGDOM	004 %
iii) 128 GERMANY WEST	002 %
iv) 577 UNITED STATES OF AMERICA	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) COMPUTER SOFTWARE	\$ 5.00 M
ii) COMPUTER PERIPHERALS	\$ 5.00 M
iii) COMPUTER SERVICES	\$ 2.00 M

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

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

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 613 BUFFALO

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

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 613 BUFFALO

Market: 577 UNITED STATES OF AMERICA

Sector: 010 MINE, METAL, MINERAL PROD & SRV

Subsector: 104 METALS, PRIMARY & FABRICATED

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	99000.00M	\$99000.00M	\$99000.00M	\$99000.00M
Canadian Exports \$	140.00M	\$ 120.00M	\$ 98.00M	\$ 71.00M
Canadian Share of Import Market	0.09%	0.09%	0.08%	0.07%

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 128 GERMANY WEST	000 %
iii) 268 KOREA	000 %
iv) 577 UNITED STATES OF AMERICA	085 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) METAL CUTTING/STAMPING	\$ 71.00 M

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

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:
LACK OF MARKETING RESOURCES FOR SMALL COMPANIES.

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
- competitive export pricing for this market
- strong sectoral capability in Canada

Export and Investment Promotion Planning System

MISSION: 613 BUFFALO

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: ARRANGING KODAK INTERVIEWS IN CANADA. REF: CDN SUPPLY CAPABILITIES

Results Expected: \$10 - 50 MILLION OF NEW EXPORTS.

Activity: HAD DEFENCE MISSION TO G.E. SYRACUSE 06/86.
NEXT, WE HOPE TO ASSIST G.E. TO INCREASE SIGNIFICANTLY ITS SOURCING IN CANADA (NEW STRATEGY).

Results Expected: \$2 - 10 MILLION OF NEW BUSINESS.

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: VISIT ONE OR TWO OTHER MAJOR UPSTATE CORPORATIONS TO TRY TO GET THEM TO SOURCE IN CANADA.

Results Expected: \$1 - 2 MILLION.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 613 BUFFALO		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
SOLO FOOD FAIR	BUFFALO	0987
SOLO FOOD FAIR, BUFFALO, N. Y.	BUFFALO, NY	1087
020 MISSION OUTGOING		
ONTARIO PROFIT	BUFFALO	1087
ONTARIO PROFIT	BUFFALO	
Sector: 005 COMM. & INFORM. EGP. & SERV		
010 FAIRS		
ROCHESTER COMPUTER & BUSINESS SHOW	ROCHESTER	0987
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
ROCHESTER COMPUTER SHOW, ROCHESTER, N. Y.	ROCHESTER, NY	0987
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
024 MISSION INCOMING		
BUYERS FROM U. S. TO WESTERN FARM PROGRESS SHOW, R REGINA		0687
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING		
QUEBEC NEBS	PLATTSBURGH	0687
ONTARIO NEBS	BUFFALO	0887
DEFENSE SEMINARS	BUFFALO	0487
ONTARIO NEBS	BUFFALO	
QUEBEC NEBS	PLATTSBURGH	
024 MISSION INCOMING		
KODAK MISSION	MONTREAL, OTTAWA, TOR.	0587

Type of Event

Location

Date

Promotional projects proposed for the two following fiscal years.

Mission: 613 BUFFALO

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

010 FAIRS

SOLO FOOD FAIR

BUFFALO

1088

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 613 BUFFALO		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
SOLO FOOD FAIR	BUFFALO	1089
020 MISSION OUTGOING		
ONTARIO PROFIT	BUFFALO	1089
ONTARIO PROFIT	BUFFALO	1088
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS		
ROCHESTER COMPUTER & BUSINESS SHOW	ROCHESTER	0989
ROCHESTER COMPUTER & BUSINESS SHOW	ROCHESTER	0988
Sector: 999 MULTIPLE SECTORS		
020 MISSION OUTGOING		
ONTARIO NEBS	BUFFALO	0889
ONTARIO NEBS	BUFFALO	0888
QUEBEC NEBS	PLATTSBURGH	0688
QUEBEC NEBS	PLATTSBURGH	0689

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 618 MINNEAPOLIS

Country: 577 UNITED STATES OF AMERICA

THE 6 STATE TERRITORY COVERED BY THE MPLS. POST REPRESENTS A MAJOR MKT FOR CDA: 6.3% OF CDN EXPORTS TO USA OR 5% OF OUR EXPORTS WORLDWIDE. 1985 CDN SALES TO THIS REGION TOTALLED \$5.7 BILLION. DESPITE WEAK PERFORMANCE OF THE FARM ECON., THE REGION AS A WHOLE IS ECONOMICALLY SOUND & WELL BALANCED & IS PROGRESSING AT A RATE WELL ABOVE THE NAT'L AVERAGE. MINNESOTA, HAS THE LOWEST UNEMPLOYMENT RATE IN USA & IS EXPECTED TO REMAIN A HIGH GROWTH AREA. THE TWIN CITIES AREA ENCOMPASSES THE 3RD LARGEST HIGH TECH CENTRE IN USA & IS HEADQUARTERS FOR HONEYWELL, 3M, CONTROL DATA, SPERRY, CRAY RESEARCH, MEDTRONICS & CARDIAC PACEMAKERS ETC. THIS SECTOR OFFERS EXCELLENT MKT POTENTIAL FOR CDN MFTRS IN THE MEDICAL, ELECTRONICS, & TELECOMMUNICATION FIELDS. THE UPPER MIDWEST IS ONE OF THE LARGEST IMPORTERS OF CDN OIL, GAS, AND ELECTRICITY & IS OF VITAL IMPORTANCE AS A CUSTOMER OF CDN ENERGY PRODUCERS IN THE WESTERN PROVINCES. A MOVEMENT BY CERTAIN US PRESSURE GROUPS INCLUDING COAL INTERESTS IN MONTANA & IDAHO TO COMBAT CDN ELECTRICITY EXPORTS IS OF GROWING CONCERN & WILL OCCUPY THE POSTS ATTENTION. CDN LUMBER, NEWSPRINT, & PULP EXPORTS TO THE REGION ARE ALSO SIGNIFICANT & ARE EXPECTED TO REACH 820 MILLION IN 1986. CONSEQUENTLY THE SOFTWOOD LUMBER ISSUE IS OF PRIME IMPORTANCE & WILL CONTINUE TO OCCUPY CONSIDERABLE POST RESOURCES. FARM MACHINERY EXPORTS TO THE REGION ARE EXPECTED TO REMAIN STEADY & WILL REPRESENT THE LARGEST MARKET IN THE WORLD FOR CDN MANUFACTURERS OF FARM IMPLEMENTS. THE POST WILL BE PAYING PARTICULAR ATTENTION TO ASSISTING NEW EXPORTERS, TO PENETRATE THIS MKT. MPLS/ST. PAUL IS EXPERIENCING RAPID GROWTH IN THE SERVICES, TRANSPORTATION, & DISTRIBUTION SECTORS. CDN CONTRACTORS & DEVELOPERS ARE (CURRENTLY PERSUING OR) ARE ACTIVELY INVOLVED IN A NUMBER OF MULTI-MILLION PROJECTS INCLUDING THE NEW WORLD TRADE CENTER IN ST. PAUL, THE SAKS 5TH AV COMPLEX IN MPLS. & THE BILLION DOLLAR BLOOMINGTON MEGAMALL. THESE OTHER DEVELOPMENTS OFFER AMPLE OPPORTUNITIES FOR CDN EXPORTERS OF BUILDING MATERIALS, CONSTRUCTION PRODUCTS, CONSULTING SERVICES & FURNISHINGS. A DECISION CONCERNING THE PROPOSED LRT SYSTEM FOR MPLS/ST. PAUL WILL LIKELY BE REACHED WITHIN THE NEXT 1-3 YEARS. SHOULD THE PROJECT PROCEED, A GROUP SPEAR-HEADED BY BOMBARDIER ARE FRONT RUNNERS TO WIN THIS \$500+ MILLION PROJECT. NEW INITIATIVES FOR 87/88 INCLUDE NEBS MISSIONS: SPORTING APPAREL, RECREATIONAL/MARINE EQUIP., FARM EQUIP. AND FURNITURE. MAJOR IMPACT VISITS TO OMAHA, NE; FARGO, ND; AND DES MOINES, IA. THROUGH CLOSE COOP WITH DRIE, THE PROVS AND INVCAN, IND. DEVT PROJECT WILL FOCUS ON FORTUNE 500 FIRMS IN REGION AND ON HIGH TECH FIRMS.

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: A) FARMING PRACTICES IN REGION ARE SIMILAR TO THOSE IN WEST. CDA. THE MKT BY CDN FARM MACHINERY IS STRONG, CLOSE & EASILY ACCESSIBLE. B) MNPLS IS MAJOR U. S. FOOD & BEVERAGE DISTRIBUTION CENTRE.

2. 013 CONSUMER PRODUCTS

REASONS: MINNEAPOLIS IS MAJOR REGIONAL DISTRIBUTION CENTRE AND IS ALSO HEAD-QUARTERS OF ONE OF THE LARGEST U. S. RETAILERS, THE DAYTON/HUDSON CORP.

3. 005 COMM. & INFORM. EGP. & SERV

REASONS: THE TWIN CITIES AREA IS ONE OF THE MAIN U. S. HIGH TECH CENTERS FOR A VARIETY OF ELECT. PRODS & OFFER EXCELLENT MKT POTENTIAL FOR COMPONENTS PRINTED CIRCUIT BOARDS, SEMI-CONDUCTORS ETC.

4. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: DEFENCE CONTRACTORS IN REGION SUCH AS HONEYWELL, SPERRY, F. M. C. AND CONTROL DATA OFFER SIGNIFICANT SUB-CONTRACT OPPORTUNITIES FOR CANADIAN FIRMS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 007 POWER & ENERGY EQUIP. & SERV.
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 011 OIL & GAS EQUIPMENT, SERVICES

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1350.00M	\$ 1320.00M	\$ 1.30M	\$ 1.28M
Canadian Exports \$	46.00M	\$ 44.00M	\$ 42.00M	\$ 40.00M
Canadian Share of Import Market	3.00%	3.00%	3.00%	3.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 349 MEXICO	000 %
iii) 047 BRAZIL	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PROCESSED SPECIALTY FOODS	\$ 7.60 M
ii) CONVENIENCE FOODS	\$ 0.30 M
iii) BEER AND SPIRITS	\$ 6.30 M

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

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

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: ORGANIZE SOLO SHOW TO INCLUDE PRODUCT SHOWING BY 40 MANUFACTURERS PLUS NEW EXPORTERS SEMINAR AND TOUR OF LOCAL TRADE.

Results Expected: INTRODUCTION OF 10 NEW EXPORTERS TO MARKET: SHORTENED TIME BETWEEN INTRODUCTION AND INITIAL SALES.

Activity: ORGANIZE A SERIES OF PRODUCT SAMPLINGS AT BOTH BUYER AND CONSUMER LEVEL

Results Expected: INCREASE PRODUCT MOVEMENT IN RETAIL STORES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 016 AGRICULTURE MACH. EQUIP. TOOLS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	700.00M	\$ 665.00M	\$ 545.00M	\$ 605.00M
Canadian Exports \$	130.00M	\$ 120.00M	\$ 113.00M	\$ 189.00M
Canadian Share of Import Market	18.60%	18.00%	20.70%	31.20%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	061 %
ii) 265 JAPAN	009 %
iii) 128 GERMANY WEST	006 %
iv) 051 UNITED KINGDOM	005 %
v) 237 ITALY	003 %
vi) 112 FRANCE	002 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) GRAIN HANDLING & STORAGE	\$ 2.00 M
ii) TRUCK BODIES	\$ 1.50 M
iii) TILLAGE	\$ 17.10 M
iv) LIVESTOCK EQUIPMENT	\$ 1.00 M
v) TILLAGE EQUIPMENT MINIMUM TILL-NO TILL	\$ 5.00 M

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

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:
LACK OF PRODUCTS SUITABLE FOR ROW CROP AGRICULTURE.

Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

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 fairs
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: REP. LOCATOR ACTIVITY FOR AGRICULTURAL COMPONENT SUPPLIERS.

Results Expected: IDENTIFY ALTERNATE MARKETS FOR COMPONENT SUPPLIERS OUTSIDE AG SECTOR.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 022 PROCESSED FISH & SHELLFISH

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	298.00M	\$ 295.00M	\$ 293.00M	\$ 293.00M
Canadian Exports \$	16.00M	\$ 15.00M	\$ 17.00M	\$ 17.00M
Canadian Share of Import Market	6.00%	5.00%	6.00%	6.00%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	000 %
ii) 349 MEXICO	000 %
iii) 265 JAPAN	000 %
iv) 405 ICELAND	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) FROZEN FISH AND SHELLFISH	\$ 12.20 M
ii) FRESH (CHILLED) FISH	\$ 2.50 M
iii) FISH ENTREES	\$ 2.00 M

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:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

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
- competitive export pricing for this market
- strong sectoral capability in Canada

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: ONE ON ONE INTERVIEWS WITH MAJOR IMPORTERS/DISTRIBUTORS TO ENCOURAGE DIRECT SOURCING AND DIRECT BUYING CONNECTIONS, BYPASSING BOSTON DISTRIBUTION SYSTEM.

Results Expected: INCREASE IMPORTS TO AREA BY ENCOURAGING USE OF LARGER NUMBER OF CANADIAN SOURCES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 043 ELECTRICAL & ELECTRONIC

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	199.00M	\$ 210.00M	\$ 217.00M	\$ 206.00M
Canadian Exports \$	11.00M	\$ 12.00M	\$ 19.00M	\$ 16.00M
Canadian Share of Import Market	5.50%	5.70%	8.80%	7.80%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	085 %
ii) 265 JAPAN	006 %
iii) 434 TAIWAN	002 %
iv) 268 KOREA	001 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PRINTED CIRCUIT BOARDS	\$ 9.00 M
ii) CONNECTORS	\$ 6.00 M
iii) CASTINGS	\$ 5.00 M
iv) CAPACITORS	\$ 10.00 M
v) RESISTORS	\$ 7.00 M
vi) TRANSFORMERS	\$ 5.00 M

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

- i) Project Name: TRIDENT MISSILE RE-ORDER
Approximate Value: \$ M
Financing Source: 012 DOM
For further info. please contact:
P. BELANGER(612)333-4641 C. MCGRUFF(612)333-4641
- ii) Project Name: VLS-VERTICLE LAUNCH SYSTEM
Approximate Value: \$ 12 M
Financing Source: 012 DOM
For further info. please contact:
P. BELANGER(612)333-4641 C. MCGRUFF(612)333-4641

Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

COUNTRY: 577 UNITED STATES OF AMERICA

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
UNWILLINGNESS OF CDN FIRMS TO TAKE RISKS OF UPFRONT DESIGN AND ENGINEERING OF HIGH TECH ITEMS REQUIRED BY MAJOR DEFENCE CONTRACTORS, SUCH AS HONEYWELL.

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
- competitive export pricing for this market
- the existence of a bilateral economic/trade arrangement between Canada and this country

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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: HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE PRODUCTS DIVISION.

Results Expected: INCREASE NUMBER OF CANADIAN FIRMS QUALIFIED AS VENDORS AT HONEYWELL.

Activity: PREPARE SURVEY OF OPPORTUNITIES AT DEFENCE COMPANIES IN SECTOR/ SUB-SECTOR.

Results Expected: DEVELOP INCREASED INTEREST & NUMBER OF CDN FIRMS CONTACTING DEFENCE CONTRACTORS IN TERRITORY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EGP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2192.00M	\$ 2088.00M	\$ 2050.00M	\$ 2153.00M
Canadian Exports \$	88.00M	\$ 84.00M	\$ 87.00M	\$ 90.00M
Canadian Share of Import Market	4.20%	4.20%	4.20%	4.20%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 265 JAPAN	012 %
iii) 349 MEXICO	004 %
iv) 268 KOREA	003 %
v) 434 TAIWAN	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PRINTED CIRCUIT BOARDS	\$ 24.00 M
ii) CONNECTORS	\$ 16.00 M
iii) INTEGRATED CIRCUITS	\$ 367.00 M
iv) CASTINGS	\$ 13.00 M
v) POWER SUPPLIES	\$ 14.00 M

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

Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

COUNTRY: 577 UNITED STATES OF AMERICA

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
LACK OF SUSTAINED MARKETING/SALES EFFORT BY CANADIAN FIRMS.

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
- 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: INCREASE CONTACTS TO DEVELOP RELATIONSHIPS WITH REGIONAL TRADE ASSOCIATIONS E.G. ELECTRONIC REP ASSOC., TWIN CITY PURCH. MGMT. ASSOC., MIDWEST IMPORTERS ASSOC.

Results Expected: INCREASE AWARENESS BY LOCAL FIRMS OF CANADIAN SOURCING CAPABILITY.

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: EXPAND CORPORATE LIASON CALLS TO EXECUTIVES AND PURCHASING MANAGEMENT IN TARGETED FIRMS LOCATED IN TWIN CITIES AND OTHER STATES IN TERRITORY

Results Expected: ASSIST IN ESTABLISHING CANADIAN FIRMS ON QUOTING LISTS.

Activity: DEVELOP TRADE INFORMATION MAILING ON REGULAR PERIODIC BASIS USING "NEWSLETTER" FORMAT.

Results Expected: ESTABLISH USE OF CANADIAN VENDORS AS AN OPPORTUNITY FOR SALES REPS. TO INCREASE BUSINESS AND FIRMS TO OBTAIN COMPETITIVE SOURCES.

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DEPARTMENT OF EXTERNAL AFFAIRS

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Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

COUNTRY: 577 UNITED STATES OF AMERICA

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: HOLD SALES REPRESENTATIVE CONFERENCES IN IOWA AND NEBRASKA.

Results Expected: INCREASE THE NUMBER OF SALES REPS/AGENTS CARRYING CANADIAN LINES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	590.00M	\$ 627.00M	\$ 623.00M	\$ 0.00M
Canadian Exports \$	380.00M	\$ 400.00M	\$ 396.00M	\$ 0.00M
Canadian Share of Import Market	64.00%	64.00%	64.00%	0.00%

Major Competing Countries

Market Share

- i) 577 UNITED STATES OF AMERICA
- ii) 349 MEXICO

060 %
008 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$
\$ 250.00 M
\$ 146.00 M

- i) DIMENSION LUMBER
- ii) MANUFACTURED WOOD PRODUCTS

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 moderate

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

- non-tariff protectionist measures which are difficult to overcome

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 provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

COUNTRY: 577 UNITED STATES OF AMERICA

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: BUILDING UPON SUPPORT OF CANADIAN POLICIES BY INFLUENTIAL LOCAL MEMBERS OF LUMBER TRADE, INCREASE CONTACTS WITH TRADE ASSOCIATION AND PRESENCE IN MEDIA.

Results Expected: GREATER DISSEMINATION OF CANADIAN POSITION TO TRADE CONTACTS AND PUBLIC.

Activity: ORGANIZE INFORMATION BOOTH AT NORTHWESTERN LUMBERMANS ASSOCIATION REGIONAL TRADE SHOW, ENCOURAGE PARTICIPATION BY PROCESSED WOOD PRODUCT MANUFACTURERS.

Results Expected: PROMOTION OF WIN EXPORT SOURCING CAPABILITY, INCREASED EXPOSURE TO MARKET BY NEW EXPORTERS

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 131 APPAREL (CLOTH, FUR, SHOES) TEXT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1000.00M	\$ 1010.00M	\$ 1020.00M	\$ 1220.00M
Canadian Exports \$	25.00M	\$ 22.00M	\$ 20.00M	\$ 18.00M
Canadian Share of Import Market	2.50%	2.20%	2.00%	1.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 189 HONG KONG	012 %
iii) 268 KOREA	008 %
iv) 434 TAIWAN	007 %
v) 192 PEOPLE'S REP OF CHINA	003 %
vi) 237 ITALY	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) FURS	\$ 5.20 M
ii) TEXTILES	\$ 4.80 M
iii) FOOTWEAR	\$ 3.00 M
iv) OUTERWEAR	\$ 2.10 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

COUNTRY: 577 UNITED STATES OF AMERICA

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

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- other factor(s) described by the Trade Office as follows:
PROBLEMS WITH CANADIAN MANUFACTURERS NOT WILLING TO HIRE LOCAL SALES REPRESENTATIVES; PROBLEMS WITH DELIVERY; PROBLEMS WITH COMPETITION FROM ORIENT.

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 missions
- 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.

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: PLAN FIVE PRODUCT INTRODUCTION EVENTS FOR INDIVIDUAL APPAREL MANUFACTURERS WHO WILL NOT BE PARTICIPATING IN GROUP SHOWS.

Results Expected: ESTABLISH REPRESENTATION AND NEW BUYING CONNECTIONS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 134 LEISURE PROD. TOOLS HARDWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	402.50M	\$ 400.50M	\$ 397.20M	\$ 395.50M
Canadian Exports \$	44.50M	\$ 43.50M	\$ 42.60M	\$ 41.00M
Canadian Share of Import Market	11.10%	10.90%	10.70%	10.40%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 434 TAIWAN	015 %
iii) 265 JAPAN	008 %
iv) 128 GERMANY WEST	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) METAL FASTENERS	\$ 12.30 M
ii) HOCKEY RELATED PRODUCTS	\$ 9.80 M
iii) LAWN/GARDEN PRODUCTS	\$ 3.60 M
iv) CUTTING TOOLS/PARTS	\$ 1.40 M

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:

- non competitive pricing
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

PROBLEMS WITH CANADIAN EXPORTERS NOT USING LOCAL SALES REPRESENTATIVES; PROBLEMS WITH DELIVERY; PROBLEMS WITH ONLY ONE-ITEM LINES OF PRODUCTS. (REPS PREFER HANDLING LINES WITH SEVERAL PRODUCTS).

Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

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 missions
- use of Canadian Government 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

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

Activity: PRODUCT INTRODUCTION/ DEMONSTRATION FOR SHEPHERD PRODUCTS, ONTARIO (GAS BARBECUES & FIREPLACE DOORS.)

Results Expected: INCREASE CANADIAN EXPORT SALES.

Activity: CONTINUE TO INVESTIGATE PRODUCT LIABILITY ISSUE WHICH HAS PROVEN TO BE A BARRIER FOR SMALL CANADIAN EXPORTERS IN THIS SECTOR.

Results Expected: PROVIDE INFORMATION AND GUIDANCE TO CANADIAN EXPORTERS TO EASE MARKET ACCESS.

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: PLAN ADDITIONAL PRODUCT INTRODUCTIONS FOR INDIVIDUAL CANADIAN MANUFACTURERS TO INTERFACE WITH LOCAL REPS AND BUYERS.

Results Expected: ESTABLISH LOCAL REPRESENTATION AND INCREASE SALES.

Activity: IN COOPERATION WITH MANITOBA AND ONTARIO, PERFORM NEBS ACTIVITIES WITH NEW EXPORTERS OF SPORTING GOODS AND HARDWARE PRODUCTS.

Results Expected: INCREASE SALES IN SECTOR BY EDUCATING NEW EXPORTERS AND HELPING TO LOCATE SALES REPS. AND BUYERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 135 FURNITURE & APPLIANCES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	183.00M	\$ 175.00M	\$ 165.00M	\$ 160.00M
Canadian Exports \$	25.00M	\$ 22.00M	\$ 20.00M	\$ 18.00M
Canadian Share of Import Market	14.00%	12.00%	12.00%	11.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	064 %
ii) 434 TAIWAN	014 %
iii) 237 ITALY	006 %
iv) 093 DENMARK	004 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports:

Products/services for which there are
good market prospects

Current Total Imports In Canadian \$	
i) OFFICE FURNITURE - WOOD	\$ 8.00 M
ii) OFFICE FURNITURE - METAL	\$ 6.00 M
iii) OFFICE FURNITURE - UPHOLSTERED	\$ 3.00 M
iv) RESIDENTIAL FURNITURE	\$ 5.00 M

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

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
- strong sectoral capability in Canada

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

Activity: WORK WITH FURNITURE WEST ORGANIZATION, WINNIPEG, TO DEVELOP EDUCATIONAL SEMINARS ON U.S. EXPORT MARKETING FOR RESIDENTIAL FURNITURE MANUFACTURERS.

Results Expected: EXPORTERS BETTER PREPARED AND MORE COMPETITIVE IN NORTHWESTERN US MARKET.

Activity: ORGANIZE NEBS VISIT FOR MANITOBA/PRAIRIES RESIDENTIAL FURNITURE MANUFACTURERS TO ATTEND IMS FURNITURE MART, PARTICIPATE IN MARKETING SEMINAR AND TOUR RETAIL STORES.

Results Expected: INTRODUCTION OF 6 NEW EXPORTERS TO MARKET, PROVIDED WITH EXTENSIVE INFORMATION.

Activity: ORGANIZE INFORMATION BOOTH AT AMERICAN SOCIETY OF INTERIOR DESIGNERS REGIONAL SHOW, MPLS. ENCOURAGE PARTICIPATION BY HIGH-END CONTRACT AND RESIDENTIAL MANUFACTURERS.

Results Expected: PROMOTION OF WIN EXPORT SOURCING CAPABILITY, INCREASE MARKET PENETRATION OF HIGH-END MANUFACTURERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 618 MINNEAPOLIS

Market: 577 UNITED STATES OF AMERICA

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 151 BUILDING PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	850.00M	\$ 830.00M	\$ 820.00M	\$ 825.00M
Canadian Exports \$	20.00M	\$ 18.00M	\$ 18.00M	\$ 20.00M
Canadian Share of Import Market	3.00%	2.00%	2.00%	2.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 265 JAPAN	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) COMMERCIAL CONSTRUCTION PROD.	\$ 0.00 M
ii) RESIDENTIAL CONSTRUCTION PROD.	\$ 0.00 M

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 618 MINNEAPOLIS

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

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: MAINTAIN CONTACT WITH CANADIAN DEVELOPERS AND INITIATE RELATIONSHIPS WITH U.S./EUROPEAN DEVELOPERS OF THE SEVERAL MULTI-MILLION DOLLAR CONSTRUCTION PROJECTS PROPOSED FOR MPLS. AREA.

Results Expected: INCREASE CANADIAN CONTENT OF BUILDING MATERIALS AND CONSTRUCTION SERVICES.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 618 MINNEAPOLIS		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
UPPER MIDWEST HOSPITALITY SHOW	MINNEAPOLIS, MINN., US	MINNEAPOLIS 0288
SOLO FOOD SHOW	MINNEAPOLIS, MINN., USA	MINNEAPOLIS 0388
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
MIDWEST ELECTRONICS EXPO '87	ST. PAUL, MINNEAPOLIS, ST. PAUL	0587
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
010 FAIRS		
NORTHWEST LUMBERMAN'S ASSOC. SHOW	MINNEAPOLIS, MINN.	MINNEAPOLIS 0188
WORLD MED '87 - ST. PAUL	MINN., USA	ST. PAUL 0587
Sector: 017 SERVICE INDUSTRIES		
010 FAIRS		
MINNESOTA SOCIETY OF ARCHITECT(MSAIA)	MINNEAPOLIS, MINNEAPOLIS	1087

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 618 MINNEAPOLIS		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
TRIUMPH OF AGRICULTURE	OMAHA, NE	0390
HUSKER HARVEST DAYS	GRAND ISLAND, NE	0989
TRIUMPH OF AGRICULTURE	OMAHA, NE	0389
HUSKER HARVEST DAYS	GRAND ISLAND, NE	0988
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
024 MISSION INCOMING		
DEFENCE ELECTRONICS MISSION	ONTARIO, QUEBEC	0588
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
MIDWEST ELECTRONICS EXPO	MPLS., MN	0588
MIDWEST ELECTRONICS EXPO	MPLS., MN	0589

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 618 MINNEAPOLIS		
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
MIDWEST ENGINEERING CONFERENCE	MPLS. , MN	1089
MIDWEST ENGINEERING CONFERENCE	MPLS. , MN	1088
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
010 FAIRS		
NORTHWEST LUMBERMENS ASSOCIATION	MPLS. , MN	0189
NORTHWEST LUMBERMENS ASSOCIATION	MPLS. , MN	0190
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
AMERICAN SOCIETY OF INTERIOR DESIGNERS SHOW	MPLS. , MN	0489
AMERICAN SOCIETY OF INTERIOR DESIGNERS SHOW	MPLS. , MN	0488
020 MISSION OUTGOING		
HARDWARE REP-LOCATOR SHOW	MPLS. , MN	0488
UPPER MIDWEST ALLIED GIFT ASSOCIATION SHOW	MPLS. , MN	0888
APPAREL REP-LOCATOR SHO	MPLS. , MN	0489
HARDWARE RE-LOCATOR SHOW	MPLS. , MN	0689
UPPER MIDWEST ALLIED GIFT ASSOCIATION SHOW	MPLS. , MN	0889
024 MISSION INCOMING		
INTERNATIONAL INTERIOR DESIGN EXHIBITION	TORONTO, ONTARIO	1089
CANADIAN JEWELLERY SHOW	TORONTO, ONTARIO	0789
CANADIAN JEWELLERY SHOW	TORONTO, ONTARIO	0888
CANADIAN JEWELLERY SHOW	TORONTO, ONTARIO	0888
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS		
HEALTH CARE FACILITIES ASSOCIATION	MPLS. , MN	1188
UPPER MIDWEST HEALT CONFERENCE	MPLS. , MN	0588
HEALT CARE FACILITIES ASSOCIATION	MPLS. , MN	1189
UPPOER MIDWEST HEALTH CONFERENCE	MPLS. , MN	0589
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS		
MINNESOTA SOCIETY AMERICAN INSTITUTE OF ARCHITECTS	MPLS. , MN	1089
MINESSOTA SOCIETY AMERICAN INSTITUTE OF ARCHITECTS	MPLS. , MN	1088
Sector: 999 MULTIPLE SECTORS		
010 FAIRS		
SOLO FOOD SHOW	MPLS. , MN	0389

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 618 MINNEAPOLIS		
Sector: 999 MULTIPLE SECTORS		
010 FAIRS		
UPPER MIDWEST HOSPITALITY RESTAURANT SHOW	MPLS., MN	0289
SOLO FOOD SHOW	MPLS., MN	0390
UPPER MIDWEST HOSPITALITY RESTAURANT SHOW	MPLS., MN	0290
IOWA RESTAURANT ASSOCIATION SHOW	DES MOINES, IA	1089
TWIN CITY PURCHASING SHOW	MPLS., MN	0489
TWIN CITY PURCHASING SHOW	MPLS., MN	0488
IOWA RESTAURANT ASSOCIATION SHOW	DES MOINES, IA	1088
IOWA PRODUCT SHOW	DES MOINES, IA	1088
024 MISSION INCOMING		
INTERNATIONAL INTERIOR DESIGN EXHIBITION	TORONTO, ONTARIO	1088

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 619 ATLANTA

Country: 577 UNITED STATES OF AMERICA 459 PUERTO RICO

THE MISSION SERVES THE SOUTHEASTERN U. S. A. FM ITS GEOGRAPHIC CENTER--ATLANTA. THE TERRITORY INCLUDES THE STATES OF TENNESSEE, N. & S. CAROLINA, ALABAMA, MISSISSIPPI, GEORGIA, FLORIDA, AND PUERTO RICO & THE U. S. VIRGIN ISLANDS--A POPULATION OF APPROX. 40M (THE LARGEST POST TERRITORY IN THE U. S.) AND TEN MAJOR POPULATION CENTERS. AS THE EASTERN EXTENSION OF THE U. S. "SUNBELT", THE TERRITORY HAS ENJOYED UNPARALLELED ECON. EXPANSION. GIVEN THE RECENT PERFORMANCE OF THE U. S. ECON. & THE VARIOUS MIX OF STRENGTHS AND WEAKNESS IN '86, THE OUTLOOK FOR THE SOUTHEASTERN U. S. A. IS RELATIVELY ENCOURAGING & WILL CONTINUE TO OUTPERFORM OTHER REGIONS OF THE U. S. BUT NOT UNIFORMLY ACROSS IND. OR STATES. STIMULATED BY LOWER INTEREST RATES, INCREASING POPULATION & RAPID GROWTH IN PERSONAL INCOME, THERE WILL BE GENERAL ECON. EXPANSION. MFTG IND. WILL BENEFIT, IN 87-88, ON THE ACCELERATING MOMENTUM OF EXPENDITURES FOR NAT'L DEFENSE AS WELL AS THE PROD'N OF OTHER MFTD GOODS & WILL BE WIDESPREAD ACROSS THE REGION. IN '85, CDN EXPORTS TO THE REGION APPROACHED 5.5B DOLLARS AND IN PERCENTAGE TERMS WILL CONTINUE TO EXCEED THAT OF THE REMAINDER OF THE U. S. A. THE ECON. FRAMEWORK OF THE TERRITORY AFFORDS A CHALLENGING AND ENTICING SCENARIO WITH 10.5B DOLLARS IN TWO-WAY TRADE WITH CANADA, LOW UNEMPLOYMENT LEVEL, A VERY DYNAMIC "SUNBELT" DVLPMT SYNDROME WITH PARTICULAR EMPHASIS ON THE HIGH-TECH ARENA ALONG WITH AN ENHANCED LEVEL OF CONSUMPTION AND A VERY SIGNIFICANT LATIN AMERICAN/CARIBBEAN COMPONENT. GEORGIA, FLORIDA, TENNESSEE & N. CAROLINA ACCOUNT FOR APPROX 70% OF CDA'S OVERALL ACTIVITY IN THE REGION. FLORIDA, WHICH CURRENTLY SHARES THE NUMBER ONE CDN REGIONAL TRADING SLOT, ALONG WITH THE STATE OF GEORGIA, OFFERS PARTICULAR OPPORTUNITIES. THERE WILL CONTINUE TO BE A BUOYANT MARKET FOR CDN PRODUCTS WITH A PARTICULAR EMPHASIS ON HIGH-TECH GOODS AND SERVICES. MILITARY EXPENDITURES WILL CONTINUE AT A VERY HIGH RATE AS WILL CONSTRUCTION LEVELS. FLORIDA IS PLACING EMPHASIS ON ITS INFRASTRUCTURE NEEDS, I. E., A VERY IMPRESSIVE AND POTENTIALLY FAR REACHING RAPID RAIL SYSTEM. ALL-IN-ALL, THE REGION OFFERS CDN EXTENSIVE OPPORTUNITY IN BOTH INVESTMENT AND TRADE TERMS. NOT TO BE UNDERESTIMATED IS THE ECONOMIC PERFORMANCE OF PUERTO RICO, U. S. A., WHICH OFFERS MARKET OPPORTUNITIES FOR A WIDE RANGE OF CDN GOODS INCLUDING CONSUMER PRODUCTS, FOOD AND FISH, INDUSTRIAL MACHINERY, BUILDING MATERIALS, ETC. PUERTO RICO IS CDA'S SECOND LARGEST (AFTER CUBA) MARKET IN THE ENTIRE CARIBBEAN/CENTRAL AMERICA REGION. EXPORT FINANCING IS NOT A REQUIREMENT AND BUSINESS IS DONE AS IN THE U. S.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 459 PUERTO RICO

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 282.00M	\$ 262.90M	\$ 235.70M
Canadian Exports \$	10.50M	\$ 9.90M	\$ 8.90M	\$ 7.10M
Canadian Share of Import Market	3.30%	3.40%	3.00%	3.00%

Major Competing Countries

Market Share

i) 104 DOMINICAN REPUBLIC	014 %
ii) 595 NETHERLANDS ANTILLES	006 %
iii) 354 NETHERLANDS	013 %
iv) 499 SPAIN	007 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports In Canadian \$	
i) MEAT	\$ 125.00 M
ii) PULSES	\$ 5.00 M

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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by
some Canadian companies

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 459 PUERTO RICO

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
- strong sectoral capability in Canada

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: UNDERTAKE A "MINI" EXPORT MARKETING STUDY RE. THE MARKET FOCUSING ON SPECIFIC AREAS WHERE CANADA CAN SUPPLY AND BE COMPETITIVE.

Results Expected: INCREASE CANADIAN PARTICIPATION IN MARKET.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 459 PUERTO RICO

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	265.00M	\$ 251.00M	\$ 232.70M	\$ 174.50M
Canadian Exports \$	12.70M	\$ 12.20M	\$ 11.80M	\$ 13.40M
Canadian Share of Import Market	4.50%	4.80%	4.70%	7.40%

Major Competing Countries

Market Share

i) 265 JAPAN	038 %
ii) 499 SPAIN	009 %
iii) 112 FRANCE	023 %
iv) 594 VENEZUELA	007 %
v) 434 TAIWAN	012 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Market share declining

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high

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

- non competitive pricing
- the unsuitability of Canadian products for this market
- high tariffs
- non-tariff protectionist measures which are difficult to overcome

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 459 PUERTO RICO

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
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: MONITORING CODFISH CORPORATION OF PONCE'S PUERTO RICO FOR EXPECTED BANKRUPTCY/DISSOLUTION AND REMOVAL OF HIGH TARIFF

Results Expected: MARKETING PLAN/PROGRAM FOR FISH PRODUCTS WILL BE ALTERED TO FIT NEW DEVELOPMENT.

Export and Investment Promotion Planning System

REPT: SYN-GED 87/88 A. Post export program priorities

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: THE S. E. U. S. IS A MAJOR PROCUREMENT AREA IN THE U. S. DEFENSE ESTABLISHMENT. BILLIONS OF DOLLARS OF PROCUREMENT BY VARIOUS COMMANDS & PRIME CONTRACTORS INCL. MARTIN MARIETTA, LOCKHEED, ETC. THE NATL TRADE STRATEGY

2. 005 COMM. & INFORM. EQP. & SERV

REASONS: MAJOR TRADE SHOWS IN THE TERRITORY ENSURES CDN FIRMS WILL MEET WITH A CROSS-SECTION OF END-USERS, DISTRIBUTORS, AGENTS & OTHERS. MAJOR CENTER IN THE U. S. FOR THE MKTG & DISTRIBUTION OF THIS CLASS OF PRODUCT.

3. 015 CONSTRUCTION INDUSTRY

REASONS: CONSTRUCTION OF ALL TYPES CONTINUES UNABATED IN THE S. E. AND ENJOYS GROWTH RATES WELL ABOVE NAT'L AVERAGE. ALL TYPES OF BLDG MATERIALS CAN BE MKTD. POST PARTICIPATES IN A SERIES OF EXCELLENT TRADE SHOWS. AGAIN,

4. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: FOREST HARVESTING & PULP & PAPER MACHINERY OFFER PARTICULAR OPPORT. ALSO, COMMER'L MACHINES FOR HOTELS, HOSPITALS ARE PARTICULARLY INTERESTING BECAUSE OF GROWTH OF ECON. IN THE SUNBELT.

5. 002 FISHERIES, SEA PRODUCTS & SERV.

REASONS: POPULATION GROWTH, TOURISM OFFER GOOD OPPORTUNITIES FOR CANADIAN FOOD & FISH PRODUCTS. THE INSTITUTIONAL MARKET IS PARTICULARLY INTERESTING.

6. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: POPULATION GROWTH, TOURISM OFFER GOOD OPPORTUNITIES FOR CANADIAN FOOD AND FISH PRODUCTS. THE INSTITUTIONAL MARKET IS PARTICULARLY INTERESTING.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

2. 009 FOREST PRODUCTS, EQUIP, SERVICES

3. 006 ELECTRONICS EQUIP. & SERV

4. 012 PETROCHEM & CHEM PROD, EGP, SERV

5. 010 MINE, METAL, MINERAL PROD & SRV

6. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3300.00M	\$ 3100.00M	\$ 2794.90M	\$ 2526.80M
Canadian Exports \$	140.00M	\$ 120.00M	\$ 99.20M	\$ 100.50M
Canadian Share of Import Market	4.20%	4.00%	3.50%	3.90%

Major Competing Countries

Market Share

i) 610 LATIN AMERICA	048 %
ii) 609 EUROPEAN COMMON MARKET C	010 %
iii) 605 ASIA OR FAR EAST	008 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DELICATESSEN PRODUCTS	\$ 5.00 M
ii) HIGH QUALITY BISCUITS & COOKIES	\$ 2.00 M
iii) BEER	\$ 20.00 M
iv) SPECIALTY CHEESES	\$ 10.00 M
v) DAIRY CATTLE	\$ 5.00 M
vi) SEED POTATOES	\$ 2.00 M

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

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

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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

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

Activity: IN-STORE PROMOTION IN PUBLIX SUPER MARKETS, TAMPA, FLORIDA

Results Expected: IMPLEMENTATION OF AN IN-STORE PROMOTION (CANADA WEEK) IN JANUARY 1988 FOR MINIMUM ONE HUNDRED AND FORTY STORES IN THE CHAIN.

Activity: ARRANGE MEETINGS IN ATLANTA FOR SPECIALIST IN THE SEED AND TABLE STOCK POTATO SECTORS VISITING ATLANTA.

Results Expected: EXPAND KNOWLEDGE OF SPECIAL INTEREST, PROBLEMS IN TERRITORY.

Activity: TRAVEL TO ORLANDO TO A) VISIT THE UNITED FRESH FOOD AND VEGETABLE SHOW AND B) VISIT DISNEY WORLD AND EPCOT FOOD BUYERS.

Results Expected: IDENTIFY CDN EXHIBITORS FOR FUTURE PROJECTS. IDENTIFY DISTRIBUTORS. ESTABLISH PERSONAL CONTACT WITH BUYERS.

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: INCLUDE MORE PERTINENT INFORMATION REGARDING AGENTS, DISTRIBUTORS, MARKETS AND ACTIVITIES OF CANADIAN COMPANIES IN POST COMPUTER DATA BANK.

Results Expected: HAVE IMMEDIATE INFORMATION AVAILABLE FOR PLANNING AND MARKETING PURPOSES.

Activity: FLORIDA INTERNATIONAL FOOD SERVICE SHOW, OCTOBER, 1987.

Results Expected: INTRODUCE FOUR COMPANIES TO THE MARKET. SALES OF 1.5 MILLION (CDN) OVER TWELVE MONTHS.

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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: CONTACT AND VISIT DAIRY/DAIRY CATTLE CONTACTS.

Results Expected: ESTABLISH PERSONAL CONTACTS. INTRODUCE FOUR NEW CANADIAN COMPANIES TO THE TERRITORY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	815.00M	\$ 806.00M	\$ 796.10M	\$ 758.80M
Canadian Exports \$	40.00M	\$ 28.00M	\$ 18.70M	\$ 15.70M
Canadian Share of Import Market	4.90%	3.40%	2.30%	2.10%

Major Competing Countries

Market Share

i) 610 LATIN AMERICA	012 %
ii) 265 JAPAN	006 %
iii) 612 SCANDINAVIA	008 %
iv) 609 EUROPEAN COMMON MARKET C	008 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports	
In Canadian \$	
i) FRESH FISH	\$ 400.00 M
ii) SHELLFISH	\$ 100.00 M

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

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

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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

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.

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: UNDERTAKE LIMITED STUDY OF SALT FISH CONSUMPTION IN FLORIDA AND GEORGIA AREAS "HISPANIC" MARKET.

Results Expected: IDENTIFICATION OF NEW MARKET SEGMENT FOR CANADIAN SUPPLIER OF THIS PRODUCT.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 25000.00M	\$25000.00M	\$25000.00M	\$20000.00M
Canadian Exports	\$ 75.00M	\$ 50.00M	\$ 80.00M	\$ 45.80M
Canadian Share of Import Market	0.00% NA	0.00% NA	0.00% NA	0.00% NA

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

099 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

- i) TELECOMMUNICATION EQUIPMENT
- ii) AIRCRAFT PARTS
- iii) MILSPEC MECHANICAL COMPONENTS
- iv) ELECTRONIC SUB-SYSTEMS
- v) SIMULATION & TRAINING EQUIPMENT

In Canadian \$
\$ 0.00 M
\$ 0.00 M
\$ 0.00 M
\$ 0.00 M
\$ 0.00 M

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

- i) Project Name: U. S. ARMY FORWARD AIR DEFENCE SYSTEM-COMPONENTS

Approximate Value: \$ 1.0 M

Financing Source:

For further info. please contact:

M. FINE, ORLANDO K. G. DEWOLF, ATNTA(404)577-6810

- ii) Project Name: U. S. ARMY LIGHT ARMORED VEHICLE

Approximate Value: \$ M

Financing Source:

For further info. please contact:

K. G. DEWOLF, ATLANTA (404)577-6810

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

INVESTMENT REQUIRED TO MEET MILSPEC DIFFICULTY OR ACCESS TO U. S. MILITARY COMMANDS RESTRICTIONS ON PARTICIPATION IN SOME PROGRAMS.

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 missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- 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: IDENTIFY MILITARY COMMANDS WITH SIGNIFICANT OPPORTUNITIES FOR PROCUREMENT AND R & R ACTIVITY AND OBTAIN VISIT CLEARANCES.

Results Expected: FACILITATE ACCESS TO MILITARY INSTALLATIONS TO IDENTIFY MARKET OPPORTUNITIES.

Activity: FOLLOW-UP ON MARTIN-MARIETTA PROCUREMENT MISSION TO CANADA.

Results Expected: INSURE THAT CANADIAN COMPANIES RECEIVE RFQS ON MARTIN-MARIETTA REQUIREMENTS.

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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

Activity: FOLLOW-UP ON MINE COUNTERMEASURES MISSION FROM CANADA TO US NAVY MINE WARFARE COMMAND.

Results Expected: ARRANGE FOLLOW-UP VISITS FOR CANADIAN SUPPLIERS AS REQUIRED.

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: UPDATE AND EXPAND LIST OF CONTACTS IN MILITARY COMMANDS, DEFENSE PRIME AND SUB CONTRACTORS.

Results Expected: INCREASE INFORMATION ON MARKET OPPORTUNITIES AND IMPROVE ACCESS FOR CANADIAN EXPORTERS.

Activity: PREPARE DIRECTORY OF MARKETING REPRESENTATIVES FOR DEFENSE COMPONENTS.

Results Expected: IMPROVE ABILITIES TO RESPOND TO INQUIRIES FM CDN COMPANIES. INCREASE NUMBER OF EXPORTERS REPRESENTED IN TERRITORY.

Activity: IDENTIFY MOST PROMISING DEFENSE SUBSECTORS AND ORGANIZE NTS OR PEMD FUNDED MISSION OF CANADIAN SUPPLIERS.

Results Expected: DEVELOP SUBCONTRACT OPPORTUNITIES FOR CANADIAN SUPPLIERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2000.00M	\$ 1700.00M	\$ 1100.00M	\$ 981.00M
Canadian Exports \$	107.50M	\$ 98.80M	\$ 91.10M	\$ 88.00M
Canadian Share of Import Market	5.30%	5.80%	8.20%	8.90%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 265 JAPAN	020 %
iii) 609 EUROPEAN COMMON MARKET C	010 %
iv) 075 CANADA	005 %
v) 605 ASIA OR FAR EAST	005 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Market share declining

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) TELEPHONE SYSTEMS PRODUCTS	\$ 500.00 M
ii) SATELLITE SYSTEM PRODUCTS	\$ 100.00 M
iii) MICROWAVE & MILLIMETER	\$ 40.00 M
iv) TVRO	\$ 10.00 M
v) MOBILE COMMUNICATION	\$ 20.00 M
vi) DATA COMMUNICATION	\$ 100.00 M

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

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:
CANADIAN COMPANIES HAVE ESTABLISHED U. S. A. SUBSIDIARIES.

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

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

Activity: VISITS TO 10 PLANTS TO TOUR FACILITIES AND VIEW MANUFACTURING PROCESSES AND TALK TO TECHNICIANS, ENGINEERS.

Results Expected: TO SEE NEW TECHNOLOGY IN ACTION. TO TALK TO PEOPLE ABOUT NEEDS.

Activity: FOLLOW-UP TO FIFTY INQUIRIES RECEIVED FROM COMMUNICATIONS TABLE TOP SHOW, NOV., 86 AND LAND MOBILE SHOW SEPT., 86.

Results Expected: QUALIFY TEN NEW AGENTS & DISTRIBUTORS.
IMPROVE CANADIAN COMPANY SALES DIRECT TO END USERS BY \$200,000.

Activity: RESPOND TO INQUIRIES ELECTRO OPTICS MISSION ADVANCE MAIL-OUT AND MISSION.

Results Expected: QUALIFY TWENTY NEW AGENTS/DISTRIBUTORS. TWELVE MONTH SALES - \$150,000. THREE DISTRIBUTION/ TECHNOLOGY AGREEMENTS.

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: INCREASE AWARENESS OF OFFICER NEW TO SECTOR OF CANADIAN SUPPLY CAPABILITY, USA MARKET.

Results Expected: BETTER SHOW AND MISSION SOURCING.
BETTER RESPONSE TO INQUIRIES.

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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 MORE COMPLETE INFORMATION ON WIN EXPORTS DATABASE BY LOADING NEW CANADIAN AND POST COMPANIES THEIR PRODUCTS, MARKETS, REPRESENTATIVES, EXPORT HISTORY.

Results Expected: ADD ACCURATE AND CURRENT INFORMATION ON SEVEN HUNDRED COMPANIES.

Activity: INFORMATION BOOTH PLUS CANADIAN COMPANIES IN TWO OF USITA SHOW, STTI SHOW, LAND MOBILE SHOW.

Results Expected: INTRODUCE 5 COMPANIES TO US MARKET. 12 MONTH SALES - \$250,000. QUALIFY 10 NEW AGENTS AND DISTRIBUTORS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2900.00M	\$ 2600.00M	\$ 2200.00M	\$ 2000.00M
Canadian Exports \$	378.00M	\$ 325.00M	\$ 280.00M	\$ 184.00M
Canadian Share of Import Market	13.00%	12.60%	12.50%	9.10%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	055 %
ii) 265 JAPAN	020 %
iii) 605 ASIA OR FAR EAST	010 %
iv) 075 CANADA	010 %
v) 609 EUROPEAN COMMON MARKET C	005 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) VARS & INTEGRATORS	\$ 50.00 M
ii) DATA COMMUNICATIONS	\$ 300.00 M
iii) COMPUTER SOFTWARE	\$ 30.00 M
iv) COMPUTER PERIPHERALS	\$ 20.00 M
v) COMPUTER HARDWARE	\$ 400.00 M

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

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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

- No factors reported by mission

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

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

Activity: GO TO MAJOR END USER, VAR, AND AGENTS TO GET MORE UPDATE INFO AND DATA.

Results Expected: COMPETITIVE INFO AND ANALYSIS FOR CANADIAN COMPANIES.

Activity: FOLLOW UP TO CONTACTS FROM SOFTWARE SEMINAR, MONTREAL, MARCH, 1987

Results Expected: GENERATE MORE INTEREST IN SOUTHEAST USA MKT. HELP CANADIAN FIRMS TARGET THEIR NICHEs, PRODUCTS BETTER.

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: INTRODUCE 3 NEW EXPORTERS AT NATIONAL OFFICE MACHINE DEALERS ASSOCIATION SHOW, JULY, 1987.

Results Expected: QUALIFY 5 NEW AGENTS & DISTRIBUTORS
12 MONTH SALES - \$100,000.

Activity: DEVELOP MORE COMPLETE INFORMATION ON WIN EXPORTS DATABASE BY LOADING NEW CANADIAN AND POST COMPANIES, THEIR PRODUCTS, MARKETS, REPRESENTATIVES, EXPORT HISTORY.

Results Expected: BETTER SHOW AND MISSION SOURCING. BETTER RESPONSE TO INQUIRIES. 200 HUNDRED COMPANIES TO THE DATABASE.

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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: INCREASE AWARENESS OF OFFICER NEW SECTOR OF CANADIAN SUPPLY CAPABILITY, USA MARKET.

Results Expected: TO BETTER SERVE THE INTERESTS OF CANADIAN INDUSTRY.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 006 ELECTRONICS EQUIP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3000.00M	\$ 2500.00M	\$ 2300.00M	\$ 2100.00M
Canadian Exports \$	33.00M	\$ 27.30M	\$ 22.30M	\$ 19.80M
Canadian Share of Import Market	1.10%	1.10%	1.00%	0.09%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 265 JAPAN	025 %
iii) 609 EUROPEAN COMMON MARKET C	010 %
iv) 605 ASIA OR FAR EAST	015 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Mature with little growth

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) FIBER OPTICS	\$ 20.00 M
ii) ELECTRO OPTICS	\$ 20.00 M
iii) INSTRUMENTATION	\$ 10.00 M
iv) SOLID STATE ELECTRONICS	\$ 40.00 M
v) PRINTED CIRCUITS	\$ 70.00 M
vi) COMPONENTS FOR SYSTEMS	\$ 100.00 M
vii) CONSUMER ELECTRONICS	\$ 100.00 M

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

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

- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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

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

Activity: GET OUT AND MEET AGENTS, DISTRIBUTORS AND REPRESENTATIVES TO GATHER DATA POSSIBLE CANADIAN PRODUCTS.

Results Expected: MORE INFO FOR CANADIANS TO INCREASE SALES.

Activity: QUALIFICATION OF AGENTS, DISTRIBUTORS FOR PREVIOUS SHOWS.

Results Expected: TEN NEW AGENTS AND DISTRIBUTORS QUALIFIED.

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: IMPROVE POST CONTACTS IN SECTOR, LOAD RELEVANT INFORMATION ON WIN EXPORTS.

Results Expected: BETTER AND MORE OPPORTUNITIES FOR CANADIAN FIRMS, BETTER SOURCING, BETTER RESPONSE.

Activity: ELECTRONICS, COMPUTERS, TELECOMMUNICATIONS TABLE TOP SHOW IN SAN JUAN, PUERTO RICO, OCT., 87, TEN CANADIAN COMPANIES.

Results Expected: QUALIFY 5 NEW AGENTS, DISTRIBUTORS. 3 NEW SALES TECHNOLOGY AGREEMENTS. 12 MONTH SALES \$200,000.

Activity: PLAN, ORGANIZE AND IMPLEMENT A SERIES OF PROJECTS (TRADE FAIR CATALOGUE SHOW) USING PIPP AND NTS FUNDING IN THIS SECTOR.

Results Expected: PARTICIPATE IN 3 SHOWS, EG., STTI, LAND MOBILE, ETC. AND ACHIEVE \$1,000,000 SALES AND 30 AGENTS/REPRESENTATIVES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 15020.00M	\$13050.00M	\$11042.90M	\$ 7911.10M
Canadian Exports	\$ 174.00M	\$ 169.00M	\$ 152.10M	\$ 102.90M
Canadian Share of Import Market	1.20%	1.30%	1.30%	1.30%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	075 %
ii) 075 CANADA	002 %
iii) 265 JAPAN	010 %
iv) 610 LATIN AMERICA	005 %
v) 609 EUROPEAN COMMON MARKET C	008 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) REPLACEMENT AUTO PARTS	\$ 100.00 M

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

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

- non competitive pricing
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:
"BUY USA" PROTECTIONIST SENTIMENT SMALL BUT GROWING.

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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
- 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: FOLLOW-UP TO "BIG I" SHOW, ATLANTA, MARCH 1987.

Results Expected: IDENTIFY FIVE NEW AGENTS AND/OR DISTRIBUTORS.

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: INCLUDE MORE PERTINENT INFORMATION REGARDING AGENTS, DISTRIBUTORS, MARKETS AND ACTIVITIES OF CANADIAN COMPANIES INTO POST COMPUTER DATA BANK.

Results Expected: HAVE IMMEDIATE INFORMATION FOR PLANNING AND MARKETING PURPOSES.

Activity: INITIATE, PLAN, ORGANIZE AND IMPLEMENT A PROMOTIONAL PROJECT USING PIPP FUNDING, E. G., TABLE TOP SHOW IN COOPERATION WITH ASSOCIATION

Results Expected: INTRODUCE 5 CANADIAN COMPANIES TO THE TERRITORY. ACHIEVE SALES AND APPOINT REPRESENTATIVES.

Activity: INCLUDE MORE PERTINENT INFORMATION REGARDING AGENTS, DISTRIBUTORS, MARKETS AND ACTIVITIES OF CANADIAN COMPANIES INTO POST COMPUTER DATA BANK.

Results Expected: HAVE IMMEDIATE INFORMATION AVAILABLE FOR PLANNING AND MARKETING PURPOSES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.

Subsector: 082 URBAN TRANSIT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	125.00M	\$ 100.00M	\$ 100.00M	\$ 100.00M
Canadian Exports \$	25.00M	\$ 10.00M	\$ 10.00M	\$ 10.00M
Canadian Share of Import Market	20.00%	10.00%	10.00%	10.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	070 %
ii) 507 SWEDEN	015 %
iii) 128 GERMANY WEST	010 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) LIGHT RAIL URBAN TRANSIT SYSTEMS	\$ 40.00 M
ii) COMMUTER RAIL OPERATIONS/CONSULTING	\$ 10.00 M
iii) HIGH SPEED TRAINS	\$ 0.00 M
iv) BUSES	\$ 5.00 M

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

i) Project Name: TRI-COUNTY COMMUTER RAIL-OPERATIONS
Approximate Value: \$ 10 M
Financing Source: 012 DOM
For further info. please contact:
M. FINE, ORLANDO

ii) Project Name: TAMPA URBAN RAIL PROJECT
Approximate Value: \$ 100 M
Financing Source: 012 DOM
For further info. please contact:
M. FINE, ORLANDO

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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: FLORIDA HIGH SPEED RAIL PROJECT

Approximate Value: \$ 1500 M

Financing Source: 012 DQM

For further info. please contact:

M. FINE, ORLANDO

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 moderate

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- 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 availability of competitive Canadian financing

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

Activity: CONTINUING FOLLOW-UP TO 1986 URBAN TRANSIT MISSION TO CANADA.

Results Expected: MAINTAIN VISIBILITY OF CANADIAN SUPPLIERS AND MONITOR PROJECT DEVELOPMENT.

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: REVIEW SHORT AND LONG TERM TRANSIT DEVELOPMENT AND PROCUREMENT PLANS OF MAJOR URBAN AREAS IN TERRITORY.

Results Expected: UNCOVER MARKET OPPORTUNITIES FOR CANADIAN SUPPLIERS, AND DEVELOP BETTER INFORMATION SOURCES.

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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: IF MARKET OPPORTUNITIES ARE SUFFICIENT, ORGANIZE INCOMING OR OUTGOING MISSION ON URBAN TRANSIT EQUIPMENT.

Results Expected: INCREASE EXPORTER AWARENESS OF SALES OPPORTUNITIES AND BUYER AWARENESS OF CANADIAN CAPABILITIES.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 009 FOREST PRODUCTS, EQUIP. SERVICES

Subsector: 096 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	90.50M	\$ 86.20M	\$ 82.10M	\$ 78.00M
Canadian Exports \$	3.00M	\$ 1.50M	\$ 3.50M	\$ 1.30M
Canadian Share of Import Market	3.30%	1.70%	4.20%	1.60%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 609 EUROPEAN COMMON MARKET C	025 %
iii) 605 ASIA OR FAR EAST	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) ENERGY RECLAMATION	\$ 5.00 M
ii) WATER/AIR CLEANING	\$ 10.00 M
iii) PULP CLEANING	\$ 10.00 M
iv) SKIDDERS	\$ 10.00 M
v) FELLERS	\$ 2.00 M
vi) WOOD YARD EQUIPMENT	\$ 10.00 M
vii) CONSULTING SERVICE	\$ 1.00 M
viii) DEBARKERS	\$ 10.00 M
ix) MATERIAL HANDLING	\$ 10.00 M

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

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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

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

Activity: DEVELOP LIST OF SOUTHEAST U.S.A. AND CANADIAN COMPANIES IN ROBOTIC AREAS TO PROMOTE A MISSION ON ROBOTS.

Results Expected: TO PROMOTE NEW COMMERCIAL ACTIVITY AND TECHNOLOGY TRANSFER. TO PLAN AN APPROPRIATE PROMOTIONAL EVENT.

Activity: INVESTIGATE 5 NEW INDUSTRIAL TRADE SHOWS TO REVIEW AND MONITOR FOR FUTURE CANADIAN ACTIVITY (ALL INDUSTRIAL SECTORS INCLUDED).

Results Expected: INCREASE CDN EXPORT TO REGION. REPORT NATURE OF COMPETITION. ESTABLISH CONTACTS FOR FUTURE ACTIVITY. COMPLETE STUDY ON INDUSTRIAL AUTOMATION OPPORTUNITIES.

Activity: VISIT TO MILLS TO INVESTIGATE INDUSTRY. VIEW OPERATIONS. MEET CONTACTS. JUDGE TECHNOLOGY.

Results Expected: IDENTIFY MAJOR END USERS AND PLAN AN APPROPRIATE PROMOTIONAL EVENT.

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: INDUSTRIAL TRADE SHOW IN CHARLOTTE, NORTH CAROLINA IN FEBRUARY 1988 "MANUFACTURING TECHNOLOGY". PIPP PARTICIPATION.

Results Expected: IDENTIFY 20 NEW A&D. ACHIEVE \$300,000 EXPORT SALES.

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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: VISIT TO ROBOTIC ENS USERS TO FINALIZE PLANS FOR 1989 ROBOTICS MISSION TO PIGGYBACK ON AM89.

Results Expected: 10 NEW CONTACTS IN AUTOMATION.

Activity: ATTEND EXHIBIT AT WORLD CONGRESS FOR LAUNDERING & DRY CLEANING, APRIL 27-30, ATLANTA.

Results Expected: \$500,000 EXPORT SALES WITH 50 A & D IDENTIFIED.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 134 LEISURE PROD. TOOLS HARDWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	87.00M	\$ 83.00M	\$ 75.30M	\$ 54.00M
Canadian Exports \$	25.00M	\$ 21.00M	\$ 17.80M	\$ 7.60M
Canadian Share of Import Market	28.00%	25.00%	24.00%	14.10%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	075 %
ii) 075 CANADA	008 %
iii) 609 EUROPEAN COMMON MARKET C	007 %
iv) 610 LATIN AMERICA	005 %
v) 616 OTHER COUNTRIES	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) GARDEN, PATIO FURNITURE + ACCESSORIES	\$ 30.00 M
ii) SPORTING GOODS (CAMPING, FISHING, HUNTING)	\$ 25.00 M
iii) GARDEN TOOLS	\$ 20.00 M
iv) HOME IMPROVEMENT HARDWARE & TOOLS	\$ 35.00 M

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
TRANSPORTATION COSTS RE: BULKY ITEMS.

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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
- competitive export pricing for this market

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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

Activity: IDENTIFICATION OF NEW EFFECTIVE AGENTS FOR ALL CONSUMER ITEMS, ESPECIALLY HARDWARE, HOUSEWARES, SPORTING GOODS, GAMES AND TOYS, ARTS AND CRAFTS. INCORPORATE IN WINEXPORT.

Results Expected: 20 NEW AGENTS.

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: UPDATE RECORDS OF HARDWARE/HOUSEWARES AGENTS AND DIST. AND REVISE WINEXPORT. ATTEND HARDWARE/HOUSEWARES SHOW CHICAGO, TO MEET WITH CDN. EXPORTERS.

Results Expected: APPROX. 30 NEW U. S. CONTACTS.

Activity: IDENTIFY AND RECRUIT NEW BUYERS FOR INTL. FUR FAIR, MTL. UPDATE RECORDS OF ALL FUR RETAILERS AND WHOLESALERS (WINEXPORT).

Results Expected: 5 NEW U. S. BUYERS TOTAL 40

Activity: IDENTIFY AND RECRUIT NEW BUYERS FOR CDN INTL. JEWELLERY SHOW, TORONTO.

Results Expected: 8 NEW BUYERS.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3800.00M	\$ 3700.00M	\$ 3300.00M	\$ 3200.00M
Canadian Exports \$	950.00M	\$ 920.00M	\$ 896.00M	\$ 850.00M
Canadian Share of Import Market	25.00%	25.00%	27.00%	27.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 075 CANADA	012 %
iii) 093 DENMARK	010 %
iv) 237 ITALY	008 %
v) 609 EUROPEAN COMMON MARKET C	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) CONTRACT FURNITURE	\$ 30.00 M
ii) RESIDENTIAL FURNITURE	\$ 20.00 M
iii) PATIO FURNITURE	\$ 5.00 M

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:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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

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

Activity: UPDATE LISTS OF CONTRACT FURNITURE, INCLUDING STORE FIXTURES, CARPET AND WALL COVERING CONTACTS - CDN. AND U.S. - FOR DATA BASE (WINEXPORT).

Results Expected: 400

Activity: IDENTIFICATION - POTENTIAL BUYERS OF JUVENILE FURNITURE

Results Expected: 10 NEW REPS

Activity: IDENTIFICATION - POTENTIAL AGENTS FOR K.D. FURNITURE (RECENT MARKET STUDY DOES NOT INCLUDE ALL IN TERRITORY).

Results Expected: 6 NEW REPS

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: IDENTIFICATION OF NEW AGENTS, ESPECIALLY IN FLORIDA. ALSO TO UNDERTAKE A MARKET STUDY RE PROSPECTS FOR CDN. FURNITURE IN FLORIDA.

Results Expected: COMPLETE THE STUDY AND IDENTIFY 20 POTENTIAL REPS.

Activity: RECRUIT NEW DESIGNERS, SPECIFIERS AND/OR POTENTIAL BUYERS FOR IIDEX AND ENCOURAGE PAST ATTENDEES TO ATTEND AT OWN EXPENSE.

Results Expected: 12

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Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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: MAILING TO CDN. EXPORTERS TO REQUEST LITERATURE AND/OR ATTENDANCE AT POST NEOCON FURNITURE SHOW, ORLANDO, WITH EMPHASIS ON OPPORTUNITIES FOR NEW EXPORTERS TO GAIN EXPOSURE.

Results Expected: 15

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	523.00M	\$ 498.00M	\$ 474.00M	\$ 450.00M
Canadian Exports \$	7.50M	\$ 7.00M	\$ 6.60M	\$ 4.00M
Canadian Share of Import Market	1.40%	1.40%	1.40%	1.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	070 %
ii) 609 EUROPEAN COMMON MARKET C	020 %
iii) 605 ASIA OR FAR EAST	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15. \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$
\$ 10.00 M
\$ 6.00 M
\$ 10.00 M

- i) HOSPITAL EQUIPMENT
- ii) MEDICAL EQUIPMENT
- iii) HOME CARE EQUIPMENT

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:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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
- competitive export pricing for this market

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

Activity: BIOTECHNOLOGY MAILOUT (150) TO NEW CANADIAN COYS FOR PENETRATION INTO SOUTHEAST U. S. A. OFFERED AT SEVERAL TRADE SHOWS (SEE ASM BELOW)

Results Expected: TO INCREASE EXPORT ACTIVITY OF 20 CANADIAN COYS IN 1987-88 AND ACHIEVE \$500,000 IN EXPORT SALES.

Activity: MONITOR & REVIEW SEVERAL TRADE SHOWS TO BE UTILIZED IN NEXT YEARS PROGRAMS.

Results Expected: TO IDENTIFY 20 NEW AGENTS & REPS FOR EXPORTING. MEET MAJOR END USERS. JUDGE COMPETITION AND REPORT ON FINDINGS.

Activity: VISIT HEALTHCARE COMPANIES (MAJOR END USERS) BUILD BASE OF CONTACTS FOR FUTURE PROGRAMS.

Results Expected: REPORT ON FINDINGS.

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: SOLO TRADE MISSION TO PIGGYBACK TRADE SHOWS AND MEET WITH BUYERS FROM MAJOR END USERS.

Results Expected: SEE AND MEET COMPETITION FOR JUDGEMENT, MAKE CONTACT FOR DIRECT SALES TO FIVE NEW END USERS.

Activity: AMERICAN SOCIETY FOR MICROBIOLOGY, MIAMI TRADE SHOW, FEB. 1988 TO INTRODUCE NEW COMPANIES TO SOUTHEAST U. S. A.

Results Expected: IDENTIFY 50 NEW A&D REPS FOR COMPANIES. ACHIEVE \$800,000 IN EXPORT SALES. INSTIGATE ACTIVITY BELOW.

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

COUNTRY: 577 UNITED STATES OF AMERICA

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 STRATEGY TO IDENTIFY CONTACTS & LOCATE OPPORTUNITIES IN HEALTHCARE SECTORS. DO A STUDY AND LIST COMPANIES AND TECHNOLOGY FOR CDN CONSIDERATION.

Results Expected: ISSUE STUDY. INSTIAGTE ACTIVITY BELOW.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 151 BUILDING PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1300.00M	\$ 1250.00M	\$ 1200.00M	\$ 1150.00M
Canadian Exports \$	1000.00M	\$ 1000.00M	\$ 900.00M	\$ 800.00M
Canadian Share of Import Market	77.00%	80.00%	75.00%	70.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

070 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports:

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

- i) MANUFACTURED WOOD PRODUCTS
- ii) OTHER FOREST PRODUCTS
- iii) CABINETS
- iv) HARDWARE
- v) PLUMBING SUPPLIES

\$	350.00 M
\$	450.00 M
\$	50.00 M
\$	50.00 M
\$	25.00 M

The Trade Office reports that the following factors influence Canadian
export performance in this market for this sector (sub-sector).In the Trade Office's opinion, Canadian export performance in this sector
(sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other
competing export countries

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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

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

Activity: FOLLOW-UP ON TWO BUILDING MATERIALS SHOWS HELD IN TERRITORY DURING PREVIOUS YEARS.

Results Expected: INSURE THAT CANADIAN COMPANIES OBTAIN SUITABLE REPRESENTATION IN THE TERRITORY.

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 CURRENT INFORMATION ON BUILDING MATERIAL AGENTS AND DISTRIBUTORS IN TERRITORY.

Results Expected: OBTAIN REPRESENTATION IN TERRITORY FOR AT LEAST TEN NEW CANADIAN EXPORTERS OF BUILDING MATERIALS.

Activity: ORGANIZE PARTICIPATION BY SIX CANADIAN BUILDING PRODUCTS SUPPLIERS IN TWO PIPP-FUNDED TRADE SHOWS.

Results Expected: OBTAIN REPRESENTATION AND INCREASE EXPORTS OF CANADIAN SUPPLIERS.

Activity: UPGRADE QUANTITY AND QUALITY OF CANADIAN SUPPLIERS AND REGIONAL CONTACTS (COMPANIES, AGENTS, REPRESENTATIVES, DISTRIBUTORS, ETC.) ON WIN EXPORT.

Results Expected: INCORPORATE ONE THOUSAND CONTACTS (FIRMS) ON WIN EXPORT.

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	15300.00M	\$14500.00M	\$13200.00M	\$ 0.00M
Canadian Exports \$	370.00M	\$ 335.00M	\$ 305.00M	\$ 275.00M
Canadian Share of Import Market	2.40%	2.30%	2.20%	2.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	060 %
ii) 609 EUROPEAN COMMON MARKET C	015 %
iii) 434 TAIWAN	010 %
iv) 268 KOREA	005 %
v) 616 OTHER COUNTRIES	010 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects:	Current Total Imports In Canadian \$
i) MATERIAL HANDLING	\$ 0.00 M
ii) TOOLS	\$ 0.00 M
iii) HARDWARE	\$ 0.00 M

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

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

- a lack of interest in the market on the part of Canadian exporters
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
"BUY AMERICAN" SENTIMENT IN SOME SECTORS.

Export and Investment Promotion Planning System

MISSION: 619 ATLANTA

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

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

Activity: TRAVEL TO VISIT POTENTIAL USERS, DISTRIBUTORS, AGENTS AND GOVERNMENT CONTACTS.

Results Expected: ENHANCED ACCEPTANCE OF CANADIAN PRODUCTS, BETTER CONTACTS, BETTER APPRECIATION OF SALES OBJECTIONS ETC.

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: EFFORTS TO DISCOVER HOW DISTRIBUTION CHANNEL WORK, IDENTIFY LARGEST AND/OR BEST DISTRIBUTORS ETC.

Results Expected: NEW MARKETING METHODS FOR CANADIAN COMPANIES.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 619 ATLANTA		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
INT'L DAIRY/DELI ASSOCIATION	MIAMI	0587
15TH ANNUAL FOOD & EQUIP. TRADESHOW, SAN JUAN, PUERTO RICO	SAN JUAN	0487
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
010 FAIRS		
FLORIDA REST. ASSN. - INT'L FOODSERVICE EXPO	ORLANDO	0987
020 MISSION OUTGOING		
ATLANTA FISHERIES RECEPTION	ATLANTA	1187
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS		
SIGNAL CORPS SYMPOSIUM	AUGUSTA	1287
020 MISSION OUTGOING		
MICOM MISSION	HUNTSVILLE	0687
WARNER ROBINS MISSION	WARNER ROBINS	1087
024 MISSION INCOMING		
DEFENSE INDUSTRY COMPONENT BUYING MISSION		0987
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS		
COMDEX '87	ATLANTA	0687
STTI/SPACE	NASHVILLE	0787
NOMDA '87	ATLANTA	0787
SOUTHEASTERN TELECOMMUNICATIONS ASSOCIATION	ORLANDO	1187
020 MISSION OUTGOING		
ELECTRONIC AND COMPUTER TABLETOP SHOW	SAN JUAN	1087
Sector: 006 ELECTRONICS EQUIP. & SERV		
010 FAIRS		
SOUTHCOM - COMPUTER INDUSTRY	ORLANDO	0388
COMDEX SPRING '87, ATLANTA, GEORGIA, USA	ATLANTA	0687
EASTCON - RALEIGH, NORTH CAROLINA	RALEIGH, N. CAROL.	1187
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS		
ATLANTA MARINE TRADE EXPO	ATLANTA	0188

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 619 ATLANTA		
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
010 FAIRS		
INT'L CARWASH ASSOCIATION TRADE SHOW	ATLANTA	0787
AMERICAN BUS ASSOCIATION	ATLANTA	1287
024 MISSION INCOMING		
BUYERS MISSION FROM TENNESSEE		0587
URBAN TRANSIT AND RAIL MISSION		0587
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS		
SPORTING GOODS MANUFACTURERS ASSN. SUPER SHOW	ATLANTA	0288
HARDWARE/HOUSEWARE SHOW OF THE CARIBBEAN	SAN JUAN	0188
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS		
NATIONAL HOME HEALTHCARE SHOW	ATLANTA	1187
Sector: 015 CONSTRUCTION INDUSTRY		
010 FAIRS		
EASTCON '87	RALEIGH	0987
BUILDING MATERIAL SOLO SHOW	SAN JUAN	0388
Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.		
010 FAIRS		
INTERWIRE	ATLANTA	1087
SOUTH PACK EXPO	ATLANTA	0587
INDUSTRIAL TRADE FAIR	SAN JUAN	0487
Sector: 999 MULTIPLE SECTORS		
010 FAIRS		
TAPPI	ATLANTA	0388
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 619 ATLANTA		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
16TH ANNUAL FOOD & EQUIP. TRADE SHOW	SAN JUAN	0488

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 619 ATLANTA		
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
010 FAIRS INTERSERVICE/IND. TRAINING EGPT CONF., & TRADE SHOW	ORLANDO	1088
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS USITA	ATLANTA	0589
Sector: 013 CONSUMER PRODUCTS		
010 FAIRS FURNITURE AND FURNITURE ACCESSORIES TRADE FAIR	SAN JUAN	0989
HARDWARE/HOUSEWARE SHOW OF THE CARIBBEAN	SAN JUAN	0189
FT. LAUDERDALE INT'L BOAT SHOW	FT. LAUDERDALE	1188
020 MISSION OUTGOING FURNITURE & FURNITURE ACCESSORIES SHOW	SAN JUAN	0988
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS NATIONAL HOME HEALTHCARE EXPO	ATLANTA	1189
Sector: 016 INDUSTRIAL MACHIN. PLANTS, SERV.		
010 FAIRS TAPPI	ATLANTA	0390
INDUSTRIAL TRADE FAIR	SAN JUAN	0489
INDUSTRIAL TRADE FAIR	SAN JUAN	0488
Sector: 999 MULTIPLE SECTORS		
010 FAIRS FLORIDA REST. ASSN. FOODSERVICE EXPO	ORLANDO	0988

WASHINGTON - OFFICE OF LIAISON
WITH INTERNATIONAL FINANCIAL INSTITUTIONS

Trade and Economic Overview

Last year, the World Bank approved loans in excess of \$16 Billion, while the Inter-American Development Bank approved loans in excess of \$3 Billion. The Major sectors of lending are: agriculture, energy, transportation and telecommunications, urban development and education. Steady lending growth is being forecast at the World bank in particular, which is expected to reach the \$20 Billion mark by 1990. While some 20% of Bank lending will be earmarked for structural adjustment (i.e. largely geared to correct Balance of Payments), the major portion of loans will still be oriented to specific sector projects and open to international competitive bid. Another arm of the World Bank, the International Finance Corporation (IFC), is taking on an increasing role in lending to or taking equity in private investments in developing countries (\$719 M in FY 1985/86) largely in the food/agribusiness. Contracts under IFC financing may require equity participation but are still of interest to a large number of Canadian firms.

With an additional M/Y provided to the OLIFI program since March 1985, and an increased effort at publicizing IFI-funded project opportunities in trade journals and in seminars across Canada, there has been a tremendous increase in business inquiries and visitors to this division. OLIFI was also involved in the successful settlement of several procurement disputes with the IFIs. As contracts are passed in borrowing countries and not in Washington, it is however difficult to assess results of our action in dollar terms. World Bank procurement in Canada in the year June 1985 to June 1986 totalled \$169 M or 2.5% of the \$10.6 M total.

With an increased profile and proactive role in the Washington-based IFIs, we hope that not only Canadian consultants will expand their share of business, but that construction firms and equipment suppliers will also be able to obtain a better share of new export business opportunities. OLIFI's action in the coming year will cover the following: (1) Develop and maintain a high profile with IFI officials at various levels, including the Canadian Executive Directors' offices, to determine the nature and content of upcoming projects of potential interest to Canadian suppliers; we further intend to do sectoral reviews of project opportunities; (2) Disseminate timely project information to the Canadian business community and appropriate government officials and provide them with advice and counsel in the IFIs' policies, practices and procedures; arrange programs as required; (4) Participate in business seminars in Canada on IFI procurement; (5) Assist EDC and CIDA in co-financing undertakings with the IFIs; (6) Keep abreast of lending policies of the IBRD, IADB and IFC.