

liaison/company outreach and strategic partnering activities also include the Pittsburgh area which has a concentration of manufacturing equipment and services firms, particularly in the environmental and computer sectors; and the Rochester area which has a concentration of IT/optoelectronics companies, including major corporations with large R&D facilities such as Bausch & Lomb, Kodak and Xerox.

NEW YORK and PRINCETON

(Eastern New York, New Jersey and Connecticut)

The territory covered by the Consulate General in New York has a market of 30 million people. In 1996, these states accounted for C\$22 billion of Canada's C\$206 billion in merchandise exports to the U.S. The region is the largest source of tourism with some 9 million person-trips from the territory spending close to C\$1 billion in Canada in 1996. The territory is home to almost 25 percent of major U.S. corporate HQs (including 115 of the *Fortune 500* companies) and to large R&D budgets. The area includes several important North American HQs of European and Japanese MNEs. There are also significant high-tech and R&D facilities in the information technologies and life sciences sectors clustered in the N.Y. and Princeton areas. As an international business and financial centre, and the home of three major U.S. television networks and large media-entertainment conglomerates, as well as top academic and cultural institutions; the region is vitally important to Canada. Many influential U.S. private sector organizations, like the Business Round Table, the Business Council on International Issues and the American Association of Exporters and Importers are headquartered in New York. In addition, tourism agencies from over 90 countries are located there.

The *Business Development Program* provides market assessments, arranges trade missions, organizes participation in world-class trade shows, responds to inquiries and monitors new regulations and market developments in specific sector areas. Emphasis is placed on value-added products, niche markets and hi-tech sector exports. As part of this program, investment development is encouraged through corporate liaison/company outreach activities, partnering seminars and roundtable events. Direct investment is attracted by servicing investors' needs and by alerting large corporations and venture capitalists to investment opportunities. Program activity is directed toward the pharmaceutical, biotechnology, medical devices, chemicals, information technology (telecoms, software, multimedia) and environmental industries. Outreach

activities also include investment bankers, venture capitalists, site selection, relocation and real estate firms.

WASHINGTON

(District of Columbia, Delaware Valley, Eastern Pennsylvania, Maryland and Virginia)

The Canadian Embassy in Washington covers a region with a population of about 20 million and contains some of the fastest-growing metropolitan areas in the U.S. Bilateral trade with the region reached about C\$16 billion in 1996. The region's growth and high per capita income have sustained a strong retail sector, with mid-Atlantic retail sales equalling some 10% of the national total. HQs of 60 of the *Fortune 500* companies are located in the territory, some with significant R&D budgets. Major corporations include: Mobil Oil, MCI Communications, Lockheed-Martin, US Airways, Unisys, Marriott International, Hershey Foods and Dupont. The key industry sectors are information technology (including telecoms), life sciences, agri-food, aerospace and defence. Greater Washington is also headquarters for the majority of some 7,500 U.S. national trade, professional, technical and other business associations - these provide numerous networking opportunities and business leads. Major markets offered by international organizations, such as the World Bank, Inter-American Development Bank, and U.S. Government procurement in both the defence and civilian sectors, present numerous untapped sub-contract and joint-venture opportunities. Strong niche agrifood product and consumer goods sectors, developed through the region's high per capita income, also hold notable commercial and investment opportunities for Canadians.

The *Business Development Program*, through its investment promotion and prospecting activities, seeks to exploit the investment and technology partnership opportunities offered by the region's significant high technology clusters in the IT and life sciences sectors. There are also networking opportunities for Canadian high-tech clusters with similar R&D interests. Many of the U.S.' important IT/telecommunications, space and geomatics firms and technology centres are clustered in the region. These value-added sectors present numerous science and technology (S&T) collaboration opportunities by virtue of the number of institutions and universities (such as NASA and Johns Hopkins), private sector research, government labs and advanced technology centres of excellence in the area. Biotechnology, healthcare and pharma-