

BEST U.S. CITIES FOR BUSINESS

Canadian salmon exporters may wish to consider establishing sales offices or forming joint ventures in the United States in an attempt to increase market share for Canadian salmon products. Most U.S. importers of salmon demand a high quality product, coupled with superior after sales service. Investing abroad is one method of establishing a solid presence in foreign markets. Sociological and demographic trends in the United States create an evolving environment for firms considering investments abroad. The market intelligence highlighted below may help Canadian exporters who may be contemplating expansion of sales in the U.S. market. Over the past three years, *Fortune* magazine has been conducting a survey of major U.S. cities in an attempt to establish which cities are the best for business. The findings of the survey are highlighted in the following market intelligence.

Fortune magazine found that a trend was evident which placed cost as far more important than it had been for business during the 1980's. A senior V.P. for the consulting firm who directed the survey, indicated that increased globalization of the world economy has made "cost containment with an emphasis on quality an imperative". *Fortune* magazine stated attributes which executives most demand in a city when considering an investment, they are:" a flexible, high-quality work force; proximity to markets; a strong local pro-business attitude; a good public education system; convenient air service to key cities; costs--housing, labour, facilities, and taxes; an efficient highway system; and a whole host of intangibles leading to quality of life". The survey concluded that the cities in the U.S. which offer the best value represent the most attractive environment for developing a business presence. Results of the survey may provide information to Canadian salmon exporters about possible metropolitan centres to consider when making investment decisions in the United States. The top ten U.S. cities for business identified in the survey are listed below.

1. Atlanta, Georgia
2. Dallas/Fort Worth, Texas
3. Pittsburgh, Pennsylvania
4. Kansas City, Missouri
5. Nashville, Tennessee
6. Salt Lake City, Utah
7. Charlotte, North Carolina
8. Orlando, Florida
9. Austin, Texas
10. Phoenix, Arizona

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