



The U.S. Connection

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Team Canada West

— Continued from page 1

Consulates General in Dallas and Los Angeles. These two posts are responsible for business development activities in 11 states: Dallas — Texas, Oklahoma, Kansas, New Mexico, Louisiana, Arkansas; Los Angeles — California, Utah, Arizona, Nevada and Hawaii.

Dallas territory

With an increasingly affluent population of 36 million and GDP higher than Canada's, the region is headquarters for 63 Fortune 500 companies, as well as over 85 Canadian subsidiaries. Texas is the undisputed economic leader in the Dallas territory. It accounts for 63% of regional GDP, and is second only to California in terms of the dollar amount and rate of increase in personal income. High-tech manufacturing is the largest contributing sector (8.9%) of state GDP, followed closely by the energy industries.

Information technology and telecommunications — The IT industry in the Dallas territory is concentrated almost exclusively in Texas, where it is the primary engine of economic growth. Electronic equipment and parts, computers, and scientific instruments account for one-third of the value of all goods shipped out of the state. With 23% of U.S. capacity, Texas leads the nation in semiconductor manufacturing, and is the world's

third-largest producer of personal computers. The Dallas/Fort Worth Metroplex is considered one of the nation's largest "Cybercities."

Photonics is an area of Canadian excellence with tremendous potential for Canada-U.S. partnering and for U.S. companies to establish subsidiaries in Canada.

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Oil, gas and electric energy — Texas remains the world's premier marketplace for oil and gas sector technologies and services. Houston is the global centre for strategic planning and procurement for exploration, energy technology development and commodity marketing. Innovation has transformed Texas into a beta test-lab for new exploration, production, power generation and transmission, marketing, environmental and management technologies.

Three emerging niches of interest to Canadian developers of innovative exploration and production (E&P) technologies are equipment and services, renewable and alternative energy technologies, and international procurement.

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Building products — Exports of Canadian building products to the Southwest (SW) have increased in recent years, fuelled by the region's rapid economic growth and building boom. SW builders appreciate Canadian quality, innovation and competitive pricing in higher-end and specialty products such as windows, doors, cabinets, and unique architectural embellishments. As well, the popularity of non-toxic, environmentally friendly products is growing and may provide opportunities for manufacturers of green products, as well as technology transfers in building science.

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Agriculture and agri-food — Canada already exports a wide range of agricultural and fisheries commodities, food and beverages, livestock, equipment and services. Untapped markets still remain, however. Given the increasingly affluent, well-educated consumer base in the SW, fine foods and wines in particular offer excellent potential.

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Continued on page 7

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