

As part of the *Business Development Program*, the Consulate General in Atlanta and the Consulate in Miami oversee some 50 promotional activities annually – including missions, national and regional exhibitions, and market opportunity studies – to give Canadian SMEs the key market intelligence and contacts they need to develop successful, sustainable business in SEUSA. Post priority sectors include telecommunications, software, environmental technologies, construction materials and furniture, healthcare, biotechnology, food products, simulation, and a wide range of services (e.g. financial, transportation and design). In addition, the Miami Consulate helps Canadian firms capitalize on south Florida's role as an important financial, entrepot and services hub for Latin America and the Caribbean. The focus of the investment development program is on investment retention and expansion; strategic alliances in high-tech niches, such as telecoms, biotechnology, pharmaceuticals, site remediation and service industries (call centres). The Post maintains an active corporate liaison and company outreach program. SEUSA also has a significant community of investment intermediaries such as venture capital and site location firms.

BOSTON

(Massachusetts, Vermont, New Hampshire, Maine and Rhode Island)

The Consulate General in Boston is responsible for a region with strong historical ties to Canada, particularly Québec and Atlantic Canada. It encompasses a market of 10 million people and is home to 23 of the *Fortune 500* companies. New England is a vital tourism market for Canada, generating over 1 million visitors yearly representing between 10 and 15% of all U.S. visitors to Canada per year. Merchandise trade between New England and Canada is on the upswing. In 1996, it reached C\$22.1 billion, with Canadian goods' exports to New England reaching C\$14.2 billion. The region is emerging from the economic recession at a somewhat slower pace than the rest of the U.S., but trade in services is increasing rapidly; as is interest in strategic alliances, technology transfers, intellectual property and investment. New England continues to be at the forefront of many emerging technologies including software, biotechnology, medical and environmental technology, instrumentation and telecommunications. A sophisticated university and research infrastructure strongly supports the growth of innovative, technology-based companies, including the second largest concentration of venture capital firms in the U.S. after California's Silicon Valley.

The *Business Development Program* seeks to increase Canadian companies' share of the regional market and to help them become more competitive, to exploit opportunities created by NAFTA, and to attract technology and investment to Canada. These aims are achieved by means of the New Exporters to Border States (NEBS) program, and other activities, which include conferences and seminars focusing on strategic alliances, trade and investment opportunities, as well as missions and trade fairs. Key industry sectors of importance to Canada are services, environment, ocean technology, information technologies, medical products, biotechnology, defence, transportation, building materials, consumer products, and fish and food products. Emphasis is also being placed on market intelligence and publication of reports on business opportunities for key industry sectors.

BUFFALO

(Northwestern New York, Pennsylvania, excluding the Philadelphia area, and West Virginia)

The territory of the Consulate General in Buffalo covers a market of nearly 16 million people and is home to 33 of the *Fortune 500* companies including eight in upstate New York. Bilateral trade with New York State itself surpassed C\$32 billion in 1996 including C\$20.3 billion in exports, a third of which go to the upstate area. In 1996, Canada's bilateral trade with Pennsylvania was C\$13 billion and roughly balanced, while bilateral trade with West Virginia was C\$1.4 billion with a small Canadian export surplus. Over 20 million vehicles cross the border through the territory annually. The region is a vital Canada-U.S. economic corridor, with Buffalo, Rochester, Hamilton and Toronto as the anchors. Significant sectors are information technology, including telecommunications, medical products, services and tourism industries. Important District Customs offices and key customs brokers are located along the border in the territory. The Buffalo area is the first cross-border stop for a majority of new Canadian exporters.

The *Business Development Program* is therefore working to expand its export education initiatives with small business clients in Ontario and Québec. The New Exporters to Border States (NEBS) program hosts over 20 educational missions a year, and makes presentations at about 20 sites in Canada. The program also concentrates on market access issues. The legal, brokerage and shipping communities and U.S. government regulators resident in the territory are invaluable to Canada in taking stock of these issues. Investment development, corporate