

Opportunities — Continued from page VII

Environment

The large U.S. market for environmental products and services, valued at over US\$180 billion and expected to grow to US\$207 billion in the near future, offers unprecedented opportunities for Canadian firms. Canadian penetration of the environmental products and services market averages between \$15 and \$20 billion a year.

Water and waste management, environmental energy sources, process prevention technology, site remediation, risk assessment and cost/benefit analysis are all areas in which Canadian firms have demonstrated considerable expertise and innovation.

Business and professional services

The business and professional services market continues to be the fastest-growing segment of the services sector in the United States. Historically, small Canadian firms have done well in the United States because of their innovative approaches and ability to move quickly into niche markets. Canadian management consultants and professional trainers have responded to the U.S. business need to restructure and adapt to new business conditions. Many consultants draw on their cultural and linguistic heritage to build up international networks in partnership with U.S. companies.

Cultural industries

The U.S. market is a natural extension of Canada's domestic arts and culture market. Proximity and shared cultural tastes have meant considerable success for Canada in exporting its cultural products and services to the United States, as well as in attracting investment, particularly

The United States is still our most important market for traditional exports such as natural resources, manufactured products and agricultural and consumer goods.

from the American entertainment sector. In 1996, Canada exported some \$3 billion of cultural goods and services to the United States, led by the Canadian publishing industry, which had book exports to the United States totalling \$9 million (sales to Western Europe were second at \$2 million). American television and film producers frequently use Canada as a film production location, with features shot in Vancouver, Toronto and Montreal in recent years. Foreign film producers in Canada generate work for a range of Canadian companies, from video editors to catering.

Agriculture and food

The appetite for processed food and beverages is huge in the United States. Each year, over 250 million American consumers spend more than \$400 billion in this sector, making the United States the world's largest processed food importer and Canada's largest export market.

Consumers in the United States tend to have a high level of disposable income and are willing to try new products. Canadian exporters will find many opportunities for specialty and gourmet food items, products aimed at ethnic markets, and natural, nutritious and fresh food and seafood that are healthy, tasty and safe, as well as convenience foods.

Energy products and technology

The export of oil, natural gas, electricity, coal and products made from petroleum and coal still represent a major proportion of Canada's total exports.

Canadian firms have developed specialized techniques and equipment for secondary oil-well recovery and unique subsurface mining machinery for oil-sands extraction. Canada is also recognized as a world leader in sour-gas gathering and treatment facilities. Δ

