Market Opportunities

To capitalize on the improved business climate, the Department of Foreign Affairs and International Trade (DFAIT) has repositioned its Trade, Tourism and Investment Development Program in the United States. The program emphasizes an integrated approach to trade and investment development. It gives priority to knowledge-based and value-added activities, including generating and disseminating market information and intelligence through electronic means, promoting strategic alliances and technology inflow, and increasing the export-readiness of SMEs. The program is focussed on five priority sectors: information technologies; environmental services; health care/medical; biotechnologies; and telecommunications.

Within these sectors, U.S. export, investment or research opportunities are expected to be particularly attractive in such areas as computer hardware/software; integrated waste management; energy and air pollution control; business and professional services; pharmaceuticals; medical devices; and network, radio and telecommunications equipment.

For traditional natural resources, manufactured products and consumer goods sectors, the objective of the U.S. marketing plan is to expand the market penetration and competitiveness of these industries through participation in key trade shows and incoming and outgoing missions.

Recognizing the growing importance of services in the domestic economy and the expanding global as well as bilateral Canada-U.S. trade in services, our marketing program will continue to emphasize the promotion of Canadian services exports.

Most SMEs gain initial international experience by entering the U.S. market. An overriding objective of the Trade, Tourism and Investment Development Program is to continue to increase the participation of SMEs in a wide range of promotional activities in the United States. A key element in achieving this objective is the New Exporters to Border States (NEBS) program. This program, which caters exclusively to SMEs, provides not only practical information on the intricacies of exporting but also first-hand exposure to the U.S. marketplace. Over the last 10 years, the program has proven its success in developing new exporters to the U.S. and, subsequently, to world markets.

The tourism marketing strategy, implemented in co-operation with Industry Canada (Tourism Canada), the provinces and private-sector partners, is to increase tourism revenues from the U.S. and to maintain Canada's share of visitors. Our program of activities is targeted to selected high-yield customers segments such as retired affluent seniors, affluent middle-aged, affluent baby boomers, associations, corporations and incentive planners.

The Investment Development Program, through specific types of activities, will continue to emphasize the promotion of alliances and teaming arrangements to help Canadian firms achieve a number of strategic objectives such as upgrading their technological capability and promoting their financial growth and capital asset strength.

We will also expand our corporate liaison program targeted at senior U.S. executives to promote Canada as a location for investment and to encourage the retention of U.S. investment in Canada. These activities are also used to promote a broad range of Canadian economic interests and to explain Canadian policies and positions on specific issues.

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