

Export and Investment Promotion Planning System

87/88 Trade and Economic Overview

Mission: 603 CLEVELAND

Country: 577 UNITED STATES OF AMERICA

THE CLEVELAND CONSULATE GENERAL IS RESPONSIBLE FOR THE TERRITORY WHICH COMPRISES THE STATES OF OHIO, KENTUCKY, W. VIRGINIA AND WEST. PENNSYLVANIA. THIS AREA (WHICH IS COMPARABLE IN SIZE TO THE COMBINED TERRITORIES OF GT. BRITAIN, BELGIUM, NETHERLANDS, W. GERMANY & DENMARK) IS ADVANTAGEOUSLY LOCATED IN CLOSE PROXIMITY TO THE PRINCIPLE CDN POPULATION CENTERS & THE CDN INDL ZONES OF THE GREAT LAKES & ST. LAWRENCE RIVER. WITH ITS 21M INHABITANTS IT IS CONSIDERED THE INDL HEARTLAND OF THE UNITED STATES. IT IS A TERRITORY CONTAINING SIX INTERMEDIATE SIZED CITIES & 7 MKTG AREAS WHICH RANK IN THE TOP 30 IN THE USA. TRADE BETWEEN CDA & THE REGION TOTALLED JUST OVER \$15 BN. RANKING AS THE 3RD MOST IMPORTANT TRADING AREA IN THE USA. IN ADDITION, PITTSBURGH & CLEVELAND ARE THE 3RD & 4TH RANKED CENTRES OF CORPORATE CONCENTRATION IN THE USA AFTER NEW YORK AND CHICAGO. THE TERRITORIES GEOGRAPHIC LOCATION ON THE GREAT LAKES, ITS POPULATION & INDL CONCENTRATION MAKE IT A PRIME AREA FOR PROMOTION OF CDN EXPORTS & IS AN IMPORTANT SOURCE OF INDL INVESTMENT. THIS REGION ACCOUNTS FOR ONE HALF OF UNITED STATES STEEL PRODUCTION, NINE TENTHS OF ITS SPECIALTY STEEL. IT IS THE IRON ORE CAPITAL OF N. AMERICA. THE HDQTS OF ALL OF THE N. AMERICAN RUBBER INDUSTRY, APPROX. 40% OF AUTOS & AUTO PARTS PRODUCTION (WHICH WILL FURTHER INCREASE AS THE NEW TOYOTA PLANT IN LEXINGTON KY. COMES INTO PRODUCTION), MOST OF THE MACHINE TOOLS & MOST OF UNITED STATES EASTERN COAL PRODUCTION. IN ADDITION IT HAS LARGE DEPOSITS OF OIL, NATURAL GAS, SALT & SILICA SAND & ONE OF THE LARGEST CHEMICAL CENTRES OF THE WORLD. IN SUMMARY IT CAN BE SAID THAT THE TERRITORY IS A VERY IMPORTANT MKT FOR CANADIAN EXPORTERS FOR ALL PRODUCTS ENCOMPASSING EVERYTHING FROM BAKERY PRODUCTS TO THE MOST SOPHISTICATED ROBOTIC OR AVIONIC SYSTEMS. OHIO AND W. PENNSYLVANIA ARE PARTICULARLY RECEPTIVE TO CANADIAN MADE PRODUCTS AND COMPANIES PRODUCING QUALITY PRODUCTS AT COMPETITIVE PRICES SHOULD HAVE NO DIFFICULTY IN BEING SUCCESSFUL IN THESE MARKETS.