

A STRATEGY TO ATTRACT INVESTMENT FROM THE UNITED STATES

ANNEX I

PROFILES OF THE THREE NORTH-SOUTH U.S. CORRIDORS

The following are profiles of each DFAIT Post's territory (including satellite offices) within the three North-South U.S. corridors. Some of the key economic and trade activities are outlined, as well as the industrial sectors considered important to Canada's industrial and commercial development.

EASTERN CORRIDOR

ATLANTA and MIAMI

(Alabama, Florida, Georgia, Mississippi, North/South Carolina, Tennessee and Puerto Rico)

With a population of over 47 million, the Southeastern United States (SEUSA) has been the fastest growing U.S. region over the past six years, posting some of the U.S.' greatest gains in new jobs, housing starts and per capita income. SEUSA's GRP is greater than that of all but five industrial nations, and leads U.S. Posts' territories in the six major segments of retail sales: food, apparel, automotive, furnishings, drugs and leisure. In 1996, Canada's merchandise trade with SEUSA was valued at C\$33.9 billion, with exports to the territory up 4.7% to C\$15.6 billion. Flourishing high technology hubs (Atlanta, Huntsville, Oak Ridge, North Carolina Research Triangle Park) combined with a growing base of 43 *Fortune 500* company HQs and rapid expansion of professional service industries (health care, transportation, communications) make the region a prime target for investment attraction and technology transfer. SEUSA has the greatest growth potential of any U.S. region, based on the impact of Open Skies and expansion of business, population and economic activity.