

Digital entertainment study explores Hollywood's direction

Los Angeles, California > When exploring relationship building in the business world, it is always helpful to have the right tools. This is true in the digital entertainment industry as it is in other sectors. The popular cliché "as the world becomes flat" speaks directly to the requirement for companies to construct collaborative strategies outside the traditional modes of doing business. This type of thinking is crucial in maintaining a firm's international competitiveness. In many respects, a company's survival depends on building strategic partnerships with its global partners.

Hollywood Vinaigrette: Finding Partnerships in Digital Entertainment



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To this end, the Canadian Consulate General in Los Angeles has announced the release of a market study entitled *Hollywood Vinaigrette: Finding Partnerships in Digital Entertainment* (ISBN-0-662-68954-2). This book examines the strategic direction of several of Hollywood's best know brand names involved in video and cell phone game development. Canadian businesses in this sector could benefit from learning more about the business challenges facing many of these studios, as well as the technology trends associated with the digital media industry.

For more information and to order a copy (free of charge and free shipping for Canadian residents), contact the Canadian Consulate General in Los Angeles, e-mail: caaz.info@international.gc.ca or go to www.hollywoodv.com.

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the basis for Canadian entities licensing proprietary and patented technologies to 3M, or forming other collaborations with this Fortune 500 company.

Interested respondents can highlight the 3M technology platform areas where their technologies and capabilities correspond, and provide the Consulate or the Canadian Advanced Technology Alliance (CATAlliance) with relevant published papers, presentation materials and/or patents. Once compiled, 3M will review the submissions to determine which areas are of interest for future follow-up. This could take several forms including teleconferences, videoconfe-

rences and site visits, to determine the appropriate vehicle for collaboration.

Canadian researchers and industry are also encouraged to propose additional technologies and capabilities not on 3M's lists that meet the world-class criteria and which they would like to bring to the attention of 3M for similar assessment and analysis.

For more information, contact Murray Hardie, Trade Commissioner, Canadian Consulate General in Minneapolis, tel.: (612) 333-4641, e-mail: murray.hardie@international.gc.ca, or Cathi Malette, CATAlliance, e-mail: cmalette@cata.ca.

Economic profile: Chicago

The Tri-State region, bringing together Illinois, Wisconsin and Missouri, remains a strategic market for Canada, with a regional gross domestic product exceeding US\$850 billion. At 23.4 million, the population constitutes a strong retail base. The territory boasts a diversified and sophisticated marketplace and has one of the highest per capita incomes in the United States. Total Canadian exports of goods reached \$35 billion in 2004, an increase of 6.58% compared with 2003, which was a record year in nominal dollars. Major Canadian exports to the area include energy products (oil & gas), automotive products and parts, wood and wood products, machinery and plastics. Canada is this region's most important foreign market absorbing, on average, 33% of the exports of each state.

Strategic location

Chicago is the third-largest metropolitan area in the U.S.—it is strategically located within a day's drive from 50% of the U.S. industrial capacity, and a two-day drive from 75% of American consumers. Chicago is a transportation nexus, serving five of six Class 1 railways, and is a key hub for Canadian National. The O'Hare and Midway airports give the region as busy an air transportation network as one will find anywhere in the world.

Chicago is also a major North American centre for business shows and meetings, with McCormick Place, the Rosemont Convention Center and the Merchandise Mart being key venues that enjoy a steady trade in commercial events. The city is an important financial centre: home to the Chicago Mercantile Exchange, the Chicago Board of Trade, the Chicago Stock Exchange, major venture capital companies and international banks. Each of Canada's top banks maintains a presence in the city, with BMO Financial Services enjoying the most prominence through its Harris Bank subsidiary.

An industrial giant

The Tri-State area is an important manufacturing region; Illinois alone has some 18,000 manufacturers, with 50% in the greater Chicago area. Besides being home to 56 Fortune 500 firms, the region is also the agricultural and food processing capital of North America, represented by such agri-business giants as Archer-Daniels-Midland, Quaker Oats (now PepsiCo), Sara Lee, Dean Foods (now Suiza), Kraft and McDonald's.

Total food and drink sales in the territory exceeded US\$25 billion in 2003.

Life sciences and medical research are strong in each of the three states, with some major corporations such as Abbott and Baxter, and very strong research networks through the region's 60 universities. The Midwest region has a strong telecommunications and electronics industry and the information technology sector is recovering steadily. The application of IT solutions to issues in traditional businesses may well boost Canadian interest in this region.



S&T opportunities

Science & technology holds considerable potential for interested exporters. The Illinois Medical District is the largest cluster of medical research and life science-related new business ventures in the U.S. The Illinois Coalition, a non-profit advocacy group for science-based economic development, is targeting nanotechnology and the hydrogen economy, which are areas of emerging Canadian strength. The Gas Technology Institute (GTI) is prominent in hydrogen fuel cell research and energy systems and equipment research. There is also great potential in agricultural biotech, with such centres as the Danforth Plant Science Center in St. Louis, and the presence of such prominent companies as ADM, Monsanto and Corn Products International.

For more information, contact the Canadian Trade Commissioner Service in Chicago, tel.: (312) 616-1860, e-mail: chcgo-td@international.gc.ca, Web site: www.chicago.gc.ca.



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