

The U.S. Connection

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Hub of the growing southeast U.S. market

Booming Atlanta

The Canadian Consulate General in Atlanta (www.can-am.gc.ca/atlanta) is situated in the heart of the fastest-growing region in the U.S.A., a territory that includes Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, and the territories of Puerto Rico and the U.S. Virgin Islands. The fifth-largest economy in the world, this market offers immense opportunities for Canadian business in all industry sectors.

Over the past six years, the population of the SEUSA has grown to over 50 million while the region has posted some of the country's greatest gains in new jobs, housing starts and per capita income. More than fifty Fortune 500 companies have their worldwide headquarters in the region, including such diverse firms as MCI WorldCom, The Coca-Cola Corporation, FedEx, Bank of America and The Home Depot. The region leads the U.S. in the six major retail segments — food, apparel, automotive, furnishings, pharmaceuticals and leisure. A rapid expansion of professional service industries, particularly in the health care, transportation and communications sectors, has made the area a prime target for investment promotion and technology transfer.

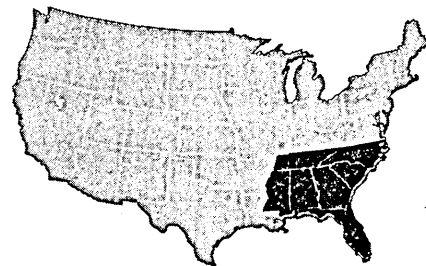
Hot spot snapshots

ATLANTA — banking, transportation, convention and educational hub — is the SEUSA's key economic sparkplug for the southern high-tech boom. Georgia's solid core of more than 40 universities, colleges and technical schools provides a steady supply of high-quality workers, which has done much to attract investment and brand Georgia as a high-tech centre of excellence. Indeed, more than 9,000 high-tech firms and more than 1,200 international businesses are located in Atlanta. According to the Milken

In 2000, Canadian exports to the SEUSA topped \$26 billion — almost three times as great as our exports to Japan, our number two export market. Our exports to the State of Georgia alone amounted to \$5.7 billion — equal to exports to our number three market, the U.K.

Institute, Atlanta ranks higher than Denver, San Diego and San Francisco on the list of top 50 high-tech poles in the U.S. Accompanying this rising high-tech industry is a burgeoning venture capital climate.

THE NORTH CAROLINA RESEARCH TRIANGLE PARK (RTP) — anchored by a concentration of related industries between the cities of Raleigh, Durham and Chapel Hill — has grown into a fertile hotbed of economic activity, led by sectors such as



research and development (R&D), biotechnology, information technology and pharmaceuticals. While the park itself occupies 7,000 acres, the region's influence extends far beyond its borders, with 70% of the technology concentration stretching along the Interstate 85 corridor. More jobs are created on this 400-mile corridor between Atlanta and Raleigh than in any comparable location in the U.S. due to the presence of auto factories (BMW, Mercedes, Honda), high-tech firms, warehouse and distribution centres, malls, office towers and untold numbers of smaller businesses.

Key business opportunities

Custom software development — Canada is developing a strong reputation for high quality and competitive costs in this field. The Consulate has been successful in encouraging

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