

# THE U.S. CONNECT



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## Canada in the Upper Midwest and Rocky Mountain States

### Get to know the Minneapolis post

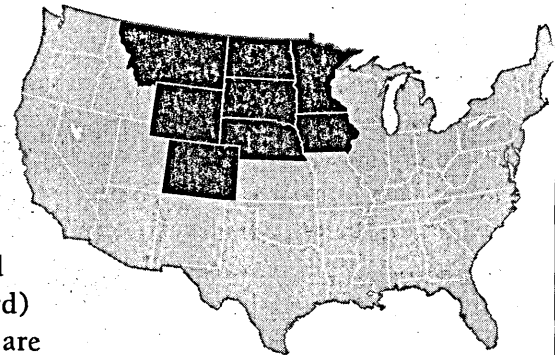
The collective expertise and excellent reputation of the Canadian Consulate General in Minneapolis may be one of Canada's best kept trade secrets. We would like to share a little of what we're all about and invite you to call on us for assistance in exporting to this thriving and business-friendly market.

### The territory

The Upper Midwest and the Rocky Mountain States are two distinct marketing regions within the Consulate's territory. If this area were a country — with more than 15 million people, eight states and over \$24 billion in bilateral trade — it would rank ahead of Japan as Canada's second-largest trading partner worldwide.

Minneapolis/St. Paul and Denver are the two major trading centres within this highly diversified region. Doing business here is, in many ways, like doing business in

Canada, so it's a logical first export market for many Canadians. Not only are climate and geography similar to parts of Canada (our revered loon is Minnesota's state bird) but cultural and social values are closely in line as well.



The region is home to 26 Fortune 500 companies, 29 Forbes 500 Private Companies, and 25 of Inc Magazine's 500 Fastest Growing Private Companies. Wondering who they are? The following are just some of the well-known corporate giants and household names that were born and raised here: Arctic Cat; Dairy Queen; Polaris; Honeywell; Betty Crocker; Cheerios; Toro; Gateway; Post-It Notes/3M; Cargill; Jolly Green Giant; Coors; Pillsbury Dough Boy; Rollerblades; Maytag; Mutual of Omaha; Radisson Hotels; Carlson Wagonlit Travel; Northwest Airlines; Gates Rubber.

Canadian supply and local demand, promise the greatest potential: information technologies; consumer products; advanced manufacturing; cultural industries; aerospace; aboriginal arts and crafts; medical devices/health care; agri-food and beverages; agricultural equipment; environment; building products; biotechnology.

### Key opportunities for Canadian firms

Opportunities abound for Canadian companies of all sizes in a wide variety of industries. The Consulate has identified the following sectors which, considering

### The Minneapolis team

The Minneapolis Trade Team, led by Consul and Senior Trade Commissioner Wayne Robinson, is a hard-working and energetic group of nine individuals with over 125 years of

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THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE has a brand-new LOOK: <http://www.dfait-maeci.gc.ca/geo/usa/business-e.asp> ... with a wide array of valuable information on doing business in and with the United States.