

U.S. Market Studies for Canadian Service Exporters

FEDERAL, STATE AND LOCAL GOVERNMENT OFFICIALS are a major source of contracts and information. For example, the Environmental Protection Agency increases its knowledge base and implements new legislation by annually contracting several hundred million dollars worth of service contracts. Officials in state economic development departments are often good sources of information on local industries, needs, trends, etc.

Information obtained through market research helps you to:

- quantify market size and growth;
- select priority regions and cities;
- identify contacts for further information;
- identify and scope out leads;
- identify and screen potential alliance partners;
- identify sources of financial assistance;
- identify sources of government assistance and information; and
- identify potential barriers such as licensing requirements.

Note that directory assistance in the U.S. can be reached by dialing the appropriate area code followed by 555-1212.

Architecture:

*Export of Architectural Services:
A Review of Opportunities and
Obstacles*

*Precision, Planning, and Perseverance: Exporting Architectural
Services to the United States*

*Reviving America's Urban Cores:
Downtown and Waterfront
Potential Along the Atlantic
Seaboard and West Coast Region*

*Opportunities for Canadian
Architects at the 1996 Olympics,
Atlanta, Georgia*

Computer Services:

*A Guide to Business Opportunities
in New York State for Canadian
Software Developers, Canadian
Consulate General, 3000 Murray
Midland Centre, Buffalo, N.Y.,
14203. March Mokka, Phone (716)
852-1247, Fax (716) 852-4340.*

*How to Distribute Software in the
U.S.A.*

Construction:

*Penetrating the United States'
Construction Market*

Engineering:

*Penetrating the U.S. Environmental
Engineering Market: Prospects and
Strategies for Canadian Consulting
Engineers, Association of
Consulting Engineers of Canada,
130 Albert St., Suite 616, Ottawa,
Ontario, K1P 5G4. Carolyn Brown,
Phone (613) 236-0569,
Fax (613) 236-6193.*

Geomatics:

*The U.S. Market: Prospects and
Entry Strategies for the Canadian
Geomatics Industry*

Various:

*Mini Market Studies of
Opportunities in the Northeastern
U.S. for Interior Design, Public
Relations, Financial Services,
Environmental Services, Geomatics,
Training, Construction and
Scientific, Engineering and
Management Consulting*

To order: call the U.S. Trade and
Tourism Development Division of
External Affairs and International
Trade Canada at (613) 944-9441.

