

RPT92

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: BOSTON

Country: UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. DEFENCE PROGRAMS, PRODUCTS, SERV
 - NEW ENGLAND FIRMS PLAY MAJOR ROLE IN THE MANUFACTURING OF DEFENCE ELECTRONIC, AEROSPACE & MARINE PRODUCTS.
 - NEW ENGLAND HI-TECH FIRMS WILL BENEFIT FROM EQUIPMENT UPGRADES DESPITE DECLINING DEFENCE BUDGET.
 - USAF ELECTRONIC SYSTEMS DIVISION HAS \$48 US R&D BUDGET.
2. EDUCATION, MEDICAL, HEALTH PROD
 - BIOTECH INDUSTRY IN REGION IS WORLD CLASS, SECOND ONLY TO CALIFORNIA IN THE NUMBER OF DEDICATED CO. IN THE U.S. -BIOMEDICAL INDUSTRIES IN THE REGION ARE KEY TO THE REGION'S COMPETITIVE STRENGTH IN INTL MARKETS. -REGION LEADS IN THE US BIOMEDICAL R&D BASE WITH 9 MEDICAL SCHOOLS & 46 MAJOR TEACHING HOSPITALS.
3. CONSTRUCTION INDUSTRY
 - INDUSTRY CONTINUES TO GROW AT A STEADY PACE.
 - A STRONG DEMAND CONTINUES ON PRE-BUILD HOMES.
 - MAJOR RECONSTRUCTION OF BOSTON CENTER & HARBOR CLEANUP, OVER (US\$) 13 BILLION TO BE SPENT.
4. ADVANCED TECH. PROD. & SERV
 - ADVANCED TECHNOLOGY PRODUCTS MARKET IS LARGE & MATURING. LEADERS IN THE FIELD, SUCH AS DEC, PRIME, WANG, CONTROL DATA & APOLLO ARE HQ NEAR MIT. STRONG GROWTH IS EXPECTED AT THE HIGH PERFORMANCE END OF THE DESKTOP MARKET, ESPECIALLY IN WORKSTATION MKT SECTOR. SALES OF MICRO-COMPUTERS ARE ALSO EXPECTED TO GROW IN NEAR FUTURE.
5. CONSUMER PRODUCTS & SERVICES
 - TERRITORY HAS ONE OF THE HIGHEST PER CAPITA INCOMES IN THE U.S.
 - DISPOSABLE INCOME GROWING FASTER THAN NATIONAL AVERAGE.
 - U.S. BUYER INTEREST IN CDN CONSUMER GOODS INCREASING BECAUSE OF FTA INTEREST.
6. FISHERIES, SEA PRODUCTS & SERV.
 - SEAFOOD CONSUMPTION CONTINUES TO GROW.
 - COMPETITION FROM USA AND OTHER COUNTRIES IS VERY STRONG.
 - POTENTIAL IS GREAT FOR PROCESSED AND SPECIALTY SEAFOODS.

The most important current Canadian export sectors to this market are (based on actual export sales):

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| 1. FOREST PRODUCTS, EQUIP, SERVICES | 4. ADVANCED TECH. PROD. & SERV |
| 2. FISHERIES, SEA PRODUCTS & SERV. | 5. MINE, METAL, MINERAL PROD & SRV |
| 3. TRANSPORT SYS, EQUIP, COMP, SERV. | 6. POWER & ENERGY EQUIP. & SERV. |