

SECTOR: Services Industries

SUB-SECTOR: VARIOUS

Officer: D. Conrad

U.S. Market Opportunities: The US is the most popular single export market for Canadian service firms, largely due to physical accessibility and market similarity. However, the US is a highly competitive market and Canadians face market entry barriers. The primary growth areas are in the fields of environmental services, geographic information systems (GIS), and transportation. As well, demand for information services continues to expand, with little to indicate any change in this basic trend. There is also a tremendous market for business and consulting services, reflecting in part the continued practice of contracting out for specialized services.

Canadian Capabilities: Services exports is among US Bureau priority sectors for 1992/93. Canadian service exporters possess more experience than is commonly recognized, and are well qualified to face the issues and challenges of the lucrative US market. Business and professional services continue to be important exports for Canada. Services represent 20% of Canadian exports and over 70% of total Canadian employment. Strong sub-sectors include consulting engineering, environmental services, management consulting, technical services, GIS, natural resource based services, design, architectural and construction services.

Strategy: - To increase export sales of services to the U.S. with particular concentration on introduction of export-ready companies to the market.

- To focus on medium-sized services firms with adequate resourcing to succeed in the U.S. market
- To identify US partners and sponsor venues to promote Canadian capabilities, as a means of promoting partnering opportunities for Canadian services firms.
- To devote particular effort to increasing exports in the following sub-sectors: transportation services, geomatics, information technology services, architectural and consulting engineering services and environmental services
- To offer trade commissioner training, to improve the effectiveness of export counselling for the services sector.