

NEW ENGLAND

SIGNIFICANT OPPORTUNITIES

New England offers significant opportunities to Canadian companies that strategically target markets where there exists a competitive advantage — be it through price or through a specific niche. The region, incidentally, has one of the largest concentrations of information technology firms (more than 2,300) in the nation.

Software and Hardware — With over 1,900 software companies in Massachusetts and over 800 in New Hampshire, the New England area offers numerous opportunities for joint ventures and strategic alliances. Big names in software include Lotus, Powersoft and Banyan Systems. The hardware industry is also making a strong resurgence with companies such as Digital Equipment Corporation and Wang. A recent trade show in Boston, Internet World, drew 500 exhibitors and 30,000 attendees, highlighting a strong demand for products in this area.

Medical and Biotechnology — Solid opportunities can be found in these sectors. New England hospitals purchase close to US\$2 billion annually. More than 180 biotechnology companies seek strategic partners.

Energy — Canada is a major supplier of energy (particularly hydro-electric and gas) to New England and has a strong interest in the new gas finds off the coast of Nova Scotia. Hydro-Quebec is a key player in all of the Northeast United States.

Telecommunications — Significant opportunities for both large and small Canadian firms exist, especially in Massachusetts which is considered to have one of the largest concentration of telecommunications companies in the country.

Defence — Even with the recent downturn in defence spending, New England still has a large concentration of defence contractors.

Transportation — Large contracts will be available in rail, rapid transit, and buses as major developments are taking place in this sector. They include the \$1.2-billion Logan Airport modernization project and the Boston-Washington Amtrack high-speed rail project.

Consumer Products — New England has some of the highest per capita income earners in the nation,

allowing higher expenditures on consumer products. Most New Englanders have an awareness of Canada and view Canadian products as ones of quality. Crafts, apparel and furniture will continue to be well received in the area.

Business Services — Although difficult to quantify, all indications are that Canadian business services are in demand. This is evidenced by the presence in New England of companies such as Sun Life of Canada, DMR Associates, National Bank of Canada, The Bank of Nova Scotia and Laidlaw Environmental Services.

Marine and Environmental Technology — These are strong growth areas where Canadian companies are held in high regard and actively sought as strategic partners and suppliers.

NEBS PROGRAM TO NEW ENGLAND

The **New Exporter to Border States (NEBS)** program is a crash course that provides the essentials for small and medium-size businesses exporting to the United-States. The availability of practical information — along with first-hand exposure to nearby U.S. border state markets — helps make NEBS an extremely popular and successful program.

NEBS is a cooperative activity that involves Foreign Affairs and International Trade, Canadian Consulates in the northern United States, regional International Trade Centres and provincial trade departments.

This year, in the Boston region, 11 NEBS events were completed successfully. The five following NEBS events are planned for the remainder of this fiscal year:

* **Food Products (Atlantic Canada)** — February 5-7, 1996 — A three-day event that includes seminars, supermarket tours, and presen-

Continued on page 9 — Significant