

Opportunities — Continued from page IV

sector. Washington is the entry point for the \$50-billion U.S.-government procurement market and is also headquarters to the World Bank Group and the Inter-American Development Bank, of interest to Canadian firms seeking access to projects in developing countries.

Contact: Canadian Embassy, Washington

The Midwest, manufacturing heartland of America, has undergone a dramatic turnaround in the last 10 years. Its transformation from "rust belt" to "growth belt" has made the region particularly attractive for Canadian exporters. Last year two-way trade reached \$37 billion, making the region one of the largest world markets for Canadian products. In addition to the traditional agricultural and processed food industries, which continue to expand, Chicago is now home to 61 of the Fortune 500 companies. It is the second financial centre of the United States; the transportation hub for rail, air and sea, with huge inland seaports; and the leader in trade fair facilities, including three year-round exhibition centres for apparel, merchandise and franchising.

The region offers promising strategic partnering opportunities in a variety of fields, among them telecommunications industries, which have grown in a cluster around major IT corporations, including the headquarters of Motorola. Future openings for export sales are significant; annual purchasing requirements of the 23,000 manufacturing firms in Illinois alone exceed \$125 billion

annually, and there are a substantial number of aerospace contracts available through Boeing McDonnell in St. Louis, Missouri.

Contact: Canadian Consulate General, Chicago

The Upper Midwest region, a block of states bordering on western Canadian provinces, makes up 20 per cent of the total area of the United States. Minnesota, home to 32 of the Fortune 500 compa-

nies and the region's most populous state, has an affinity with Canada; Minneapolis is a sister city to Winnipeg. The history, geography and "good neighbourliness" of this area create a high acceptance of Canadian products. In 1996 the region accounted for \$21.8 billion in bilateral trade.

High-technology and knowledge-based enterprises, including medical technology, have joined traditional areas of agriculture, food processing and manufacturing as drivers of the regional economy. Rising oil and gas exports continue to be important to Western Canada. Some of the United States' leading high-tech firms such as Honeywell and Unisys are based here, along with most of the major agri-food giants, including General Mills and International Multifoods.

Contact: Canadian Consulate General, Minneapolis

The Great Lakes States area (Michigan, Ohio, Indiana and Kentucky) — considered by Americans as the "Mid-West market" — has a population of 31 million and a combined GDP of \$660 billion. It is the gateway for Canada's vital automotive trade — a sector that accounts for 32 per cent of Canadian exports to the United States as a whole. Headquartered here are 54 of the Fortune 500 companies, which have combined sales of US\$726 billion.

There are large U.S. and Japanese transportation-sector manufacturing and assembly facilities in all four states, but the region is also well diversified economically, providing opportunities for the Canadian exporter in almost every industrial sector, including agri-food, primary metals, rubber/plastics, chemicals/pharmaceuticals, building products, and information technologies. Industrial research facilities operated by institutes such as Edison, Battelle, the National

Continued on page VI — Opportunities