

to C\$18.5 billion. California is also by far the largest market for Canadian natural gas in the U.S. California's economy accounts for a disproportionately large share of U.S. national output in areas of strategic interest for Canada such as information technologies, biotechnology, aerospace and defence, and its dominant entertainment and cultural industries. California is also home to the largest concentration of venture capital firms in the U.S. catering mostly to knowledge intensive firms located in the State's high-tech clusters. Importantly, California remains the main U.S. window onto the Orient and has strong economic and human ties with Mexico. In 1995, some 900,000 visitors from the Los Angeles post territory spent about C\$450 million in Canada. In 1996, Southern California was targeted by the Canadian Tourism Commission as the focal point of its multi-million dollar promotional campaign.

The *Business Development Program* priorities at the Los Angeles Consulate General and the two satellites target the following sectors: transportation, environmental technologies, medical devices, processed foods, communications, computer software, aerospace, building design and materials, film and TV production, biotechnology (San Diego, San Francisco Bay areas), information technologies (San Jose, San Diego areas), multimedia and environmental (San Francisco area). Investment promotion seeks to dovetail its "matchmaking" and "corporate liaison" activities with these sectors and provide support from all offices to Canadian firms seeking alliances and joint ventures in the territory.

#### SEATTLE

(Washington, Idaho, Oregon and Alaska)

The territory of the Consulate General in Seattle covers a market of 10 million people with bilateral trade amounting to C\$16.1 billion in 1996, and is home to 11 of the *Fortune 500* companies. The economies of Washington, Oregon and Idaho continue to outperform national averages and there is a steady movement of business to the Pacific Northwest from California and other parts of the U.S.. The future growth of the region, especially Washington State, is still determined to a significant extent by the success of Boeing -- though this is lessening with the growth of Microsoft and other high-tech companies in the territory, including some 2,000 firms in software and more than 600 firms in electronics. The area also ranks high in many areas of agricultural production and Washington state ranks 6th nationally in terms of the concentration of biotechnology firms.

Environmental management offers significant new potential for niche technologies. The Pacific Northwest is Western Canada's most important international tourism market. Washington ranks third of all U.S. states in sending visitors to Canada.

The *Business Development Program* concentrates on trade promotion and market development of intelligence in the high priority sectors of aerospace, health and medical, informatics, building products and construction, and the agriculture and food products industries. In addition to the high priority given new Canadian exporters to the region, the Post has an active investment development program. The development of a Strategic Alliance Centre will enhance partnering opportunities for Canadian high-technology SMEs. Corporate liaison and outreach activities also include the networking of centres of hightech excellence and R&D organizations on both sides of the border.