

# U.S. Market: Large, Affluent, and Diverse

Canadian exporters, actual and potential, know the U.S. market is large. They know it is generally affluent. They do not always recognize, however, just how diversified it can be.

Consumer preferences vary widely from one region to another. What sells out in New York can die on the shelf in Los Angeles. It's not just that life-styles are different. Each region also has its own character, shaped and refined by environmental and demographic influences.

The type of major industries in each region can also vary widely. New England, having lost much of its traditional industries, is now more a region of high-tech producers. Ohio and adjacent states remain an unique industrial heartland while much of the aerospace industry is based in the northeast.

Canadian businesses wanting to break into the U.S. market or to extend their present position in it must recognize these regional differences and target products and marketing strategy accordingly.

The Department of External Affairs, in connection with its U.S. Trade Development Bureau, has permanent trade offices in each of the clearly identifiable regions in the U.S. (see below).

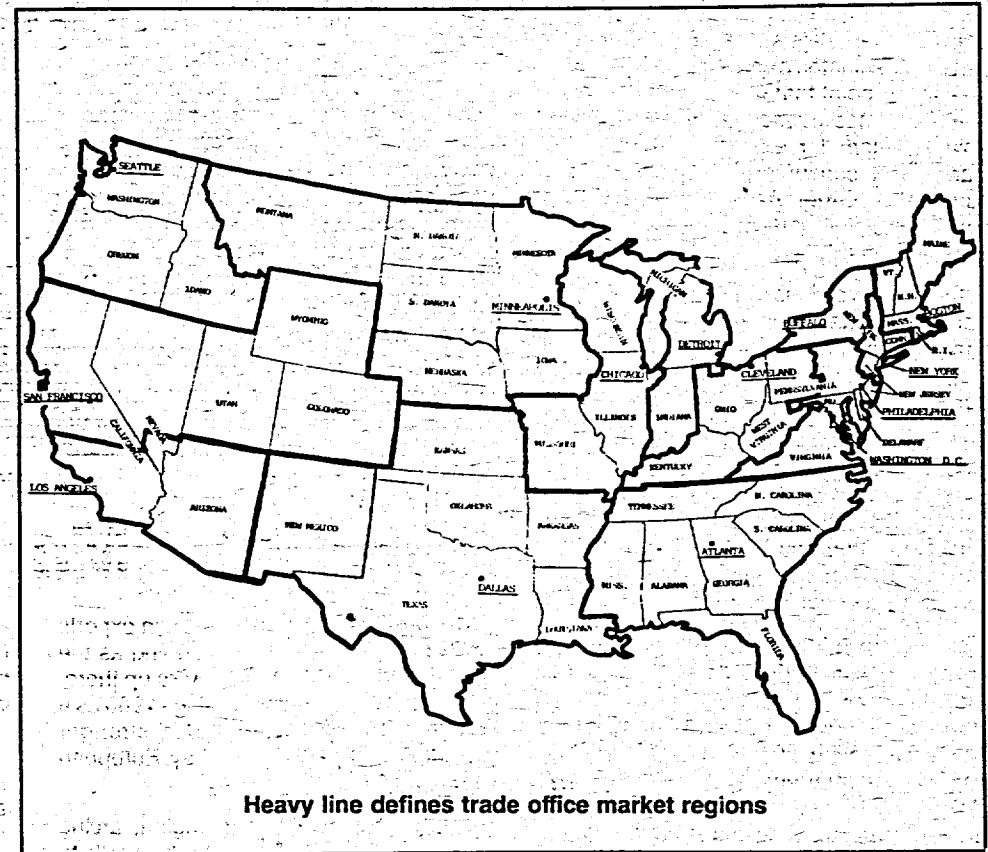
A major function of the trade offices is on-site market research. Regional market studies have been prepared, and are continuously revised, which identify and describe export opportunities for Canadian producers, particularly those of small and medium size.

The studies cover market opportunities as broadly varied as those for livestock, medical supplies, packaging equipment and residential furniture. They are free on request.

Export sales are also actively promoted through trade fairs and selling missions. More than 45 of them are scheduled this year alone in various parts of the U.S.

The U.S. is a natural market for Canadian producers but it can't be taken for granted. Canada's trade offices can help prepare the way for Canadian exporters through market studies, trade fairs and continuous contact with potential customers in each region. They serve, in this respect, as the representatives for all exporters.

But, however cordially Canadians are greeted as good neighbors, the successful exporter is the one with competitive prices and servicing, products which are unique in design and quality, and who has carefully targeted his markets.



## Canada's Trade Offices in U.S. Market

The Department of External Affairs has trade offices in each of the 11 market regions in the U.S. Guides to each region are available to exporters. They can be obtained from the trade offices (see below) or from the U.S. Trade and Investment Development Bureau, Department of External Affairs, Ottawa, Ont., K1A 0H5. Tel.: (613) 593-5725. Telex: 053-3745.

A quick description of each of the regions follows, starting with New York and moving north and west: —

**New York** — Includes State of Connecticut, northern New Jersey, southern New York as well as New York City. Total population 17.5 million. This densely populated market is open to just about any product which is competitively marketed and priced.

For further information: Commercial Division, Canadian Consulate General, 1251 Avenue of the Americas, New York City, NY, 10020. Tel.: (212) 586-2400. Telex: 00126242 (DOMCAN NYK).

**New England** — Includes States of Maine, Massachusetts, New Hampshire, Rhode Is-

land and Vermont as well as defence and high-tech industries in Connecticut. Total population 10.2 million. Economy has shifted out of consumer goods into durables and particularly into high-tech products.

For further information: Commercial Division, Canadian Consulate General, 500 Boylston St., Boston, MA 02116-3775. Tel.: (617) 262-3760. Telex: 00940625 (DOMCAN BSN).

**Upstate New York** — Includes the 39 counties in the northern part of the State of New York. Total population 5 million. The Buffalo-Rochester-Syracuse economic belt is similar to Toronto-Hamilton or Belleville-Montreal-Eastern Townships corridors.

For further information: Commercial Division, Canadian Consulate General, One Marine Midland Center, Suite 3550, Buffalo, NY, 14203. Tel.: (716) 852-1247. Telex: 009-1329 (DOMCAN BUF).

**Eastern Midwest** — Includes the State of Ohio except for Toledo, western Pennsylvania, and the States of Kentucky, and West Virginia. Total population 19.8

million. Unified industrial and marketing base for steel, automotive, tire, coal, machine tool, paint and pigment industries.

For further information: Commercial Division, Canadian Consulate General, Illuminating Building, 55 Public Square, Cleveland OH44113. Tel.: (216) 771-0151. Telex: 009-85364 (DOMCAN CLV).

**Michigan and Indiana** — Includes the metropolitan area of Toledo, Ohio, together with the two States of Michigan and Indiana except for the five northwest Indiana counties. Total population 15.4 million. Area imports raw materials and components and ships finished products with heavy emphasis on transportation equipment.

For further information: Commercial Division, Canadian Consulate General, 1920 First Federal Building, 1001 Woodward Ave., Detroit, MI 48226. Tel.: (313) 965-2811. Telex: 00230715 (DOMCAN DET).

**Chicago and Midwest** — Includes the States of Illinois, Missouri and Wisconsin. Total population 20.2 million. The region produces about 25% of total

agricultural production and has 13% of the country's manufacturers.

For further information: Commercial Division, Canadian Consulate General, 310 South Michigan Ave., Suite 1200, Chicago, IL 60604. Tel.: (312) 427-1031. Telex: 002541 1 (DOMCAN CGO).

**Upper Midwest** — Includes the States of Minnesota, North and South Dakota, Iowa, Nebraska and Montana. Total population 10.7 million. Practically any product will sell in this market if priced right and intelligently and aggressively marketed.

For further information: Commercial Division, Canadian Consulate General, 15 South Fifth Street, Minneapolis, MN 55402. Tel.: (612) 333-4641. Telex: 00290229 (DOMCAN MPS).

**Western States** — These are divided into three subdivisions each with its own trade office.

The trade office responsible for the State of Arizona, the 10 southern counties of California and Clark County in Nevada is located in Los Angeles. The area can be described as the

southwest corner of the Sunbelt. Total population 26 million. Experiencing a strong inflow of new manufacturing to supplement base in aerospace and electronics.

For further information: Commercial Division, Canadian Consulate General, 510 West Sixth Street, Los Angeles, CA 90014. Tel.: (213) 627-9511. Telex: 00674119 (DOMCAN LSA).

The trade office responsible for the States of California (except the 10 southern counties), Colorado, Hawaii, Nevada (except Clark County), Utah and Wyoming is located in San Francisco. Energy exploration and development and agriculture predominate.

For further information: Commercial Division, Canadian Consulate General, One Maritime Plaza, Alcoa Building, Suite 1100, Golden Gateway Center, San Francisco, CA 94111. Tel.: (415) 981-2670. Telex: 0034321 (DOMCAN SFO).

The trade office responsible for the States of Alaska, Idaho, Washington and Oregon is located in Seattle. The area is strong in forest

and agriculture with electronics, road and rail transportation equipment, construction equipment and marine industries supplementing aerospace activity.

For further information: Commercial Division, Canadian Consulate General, 412 Plaza 600, Sixth and Stewart, Seattle, WA 98101. Tel.: (206) 233-1777. Telex: 032-8762 (DOMCAN SEA).

**Southwestern States** — Includes the States of Texas, Arkansas, Oklahoma, Kansas, Louisiana, New Mexico. Total population 27.7 million. The general area is developing faster than most others in the U.S., offering a strengthening market for quality consumer goods.

For further information: Commercial Division, Canadian Consulate General, 2001 Bryan Tower, Suite 1600, Dallas, Texas 75201. Tel.: (214) 742-8031. Telex: 00732637 (DOMCAN DAL).

**Southeastern States** — Includes the States of Alabama, Florida, Georgia, Mississippi, North and South Carolina and Tennessee, and Puerto Rico. Total population 38.4 million. The area has ex-

perienced a strong population growth and a continuing shift away from agriculture into modern industry.

For further information: Commercial Division, Canadian Consulate General, 4th Floor, 400 Omni International, Atlanta, Ga 30303. Tel.: (404) 577-6810. Telex: 005-42676 (DOMCAN ATL).

**Mid-Atlantic Area** — Includes States of Delaware, Maryland and Virginia, District of Columbia, eastern Pennsylvania and southern New Jersey. Total population 21.8 million. Heart of North America's largest urban industrial complex.

For further information: Commercial Division, Canadian Consulate General, 3 Parkway Building, Suite 1310, Philadelphia, Pa. 19102. Tel.: (215) 561-1750. Telex: 00845266 (DOMCAN PHA).

**NOTE:** Boston trade office is responsible for St.-Pierre-et-Miquelon.

New York trade office is responsible for Bermuda.

Atlanta trade office is responsible for British and U.S. Virgin Islands.