

Opportunities — Continued from page III

Regions

The Northeast region covers a market of nearly 3.5 million people and is home to 33 of the Fortune 500 industrial companies, including eight in Upstate New York. The Niagara and Champlain corridors form a vital economic link between Canada and the United States. The Upstate New York region is often the first entry point into the U.S. market for new Canadian exporters. Approximately \$125 billion in two-way trade crosses the Ontario-New York border each year. It is a natural first sales target for consumer products, and there are attractive opportunities in the information technology, environmental, tourism, biotechnology and medical products and service sectors.

For more information, contact the Canadian Consulate General in Buffalo.

The New England market encompasses 13 million people. Buying power is excellent; wages are 16 per cent above the national average. The economic revival of the region is evident, with an employment rate one point below the national average and an upswing in bilateral merchandise trade with Canada to the tune of \$15.9 billion in goods sold last year. With its sophisticated university and research infrastructure, New England continues to be at the forefront of many emerging technologies. Boston boasts a rapidly growing community of software and biotechnology firms, and as a result of this innovation, the city has acquired the second-largest concentration of venture capital in the United States.

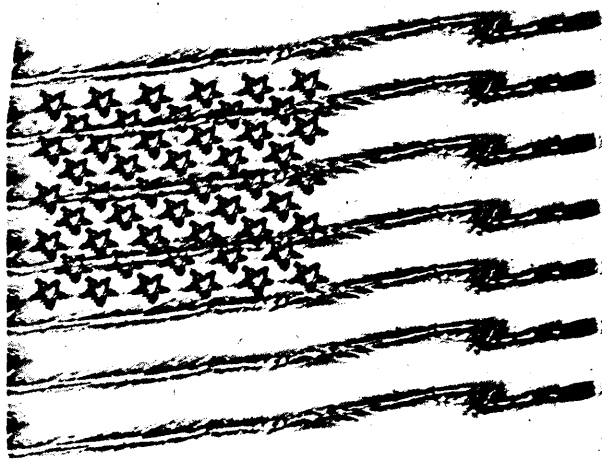
New England is the principal point of entry and major market for Eastern Canadian fisheries products; 50 per cent of the U.S. seafood business passes through the Boston area. The sophistication of the American seafood consumer and the demand for greater variety make this an attractive market for Canadian fish, seafood and aquaculture companies.

Contact: Canadian Consulate General, Boston

The Tri-State area of New York, New Jersey and Connecticut, with a population roughly equivalent to Canada's but a GDP 38 per cent greater, accounts for \$25 billion of Canada's \$206-billion annual merchandise exports to the United States. Almost 25 per cent of major U.S. corporate headquarters are based in the area (115

of the Fortune 500 companies), including the North American headquarters of many European and Japanese multinationals.

New York City, the country's international business and financial centre, is home to three major U.S. television networks and several large media-entertainment conglomerates, as well as leading academic and



cultural institutions. The emergence of a new multimedia cluster known as "Silicon Alley," which specializes in the development of on-line products, services and content, presents real opportunities for Canadian information-technology (IT) firms seeking strategic partners. More than 2,000 new media companies are located in lower Manhattan alone.

The recent passage of the \$1.75-billion New York Clean Water/Clean Air Bond Act, and the \$300-million Port of New Jersey Revitalization, Dredging and Environmental Clean-up Bond Act, is evidence of the region's commitment to the environment, which also spells "sales" for Canadian environmental firms.

Contact: Canadian Consulate General, New York

The Mid-Atlantic region, which includes Washington D.C., Maryland, Virginia and eastern Pennsylvania, represents the second-largest technology cluster in the United States. A high per capita income sustains a strong retail sector, and many of the region's 60 Fortune 500 companies are world leaders in telecommunications, information technology, aerospace and the environment. The National Institutes of Health, plus a concentration of renowned universities, form the core of a flourishing life sciences

Continued on page V — Opportunities