



THE U.S. CONNECTION

This CanadExport regular feature is designed to help Canadian exporters take full advantage of the vast and lucrative market south of the border. The U.S. Connection is produced in co-operation with the U.S. Business Development Division (UTO) of the Department of Foreign Affairs and International Trade (DFAIT). For further information, contact UTO by fax at (613) 944-9119, e-mail: commerce@extott13.x400.gc.ca

New Exporters Strike Success in ALASKA

A recent New Exporters to Border States (NEBS) trade mission led by the Canadian Consulate General in Seattle to Juneau and Anchorage, Alaska, was a huge success. Primarily a learning mission to educate Canadian businesses about the Alaskan market and the opportunities for Canadian firms, it far exceeded its objectives with the signing of several agreements that will create jobs and opportunities for Yukoners.

South Yukon Forest Corp. and a Texas-based housing firm signed a memorandum of understanding for a potential \$40-million joint venture investment in a Watson Lake facility to supply finished components for housing; a \$40,000-contract was secured by Northern Windows to provide 120 windows to a southeast Alaska fishing village; several contracts were signed by NMI Mobility for authorized satellite dealers in

Juneau and Anchorage; and negotiations took place for a turnkey wireless communications solution for a major northslope oil field company. Also promising was the interest expressed by Juneau Economic Development and the Juneau Convention Bureau in Hyperborean Productions' touch-screen technology for tourism kiosks and interactive CD-Rom and Internet tourism marketing tools.

Yukon Economic Development Minister Trevor Harding said, "There were three different measures of success: some went to learn, and they did; some went to have meetings and follow up on hot opportunities, and they did; and others went to try and culminate deals, and they did that too."

Agency Makes the Difference

The following is an excerpt from a success story published by the Atlantic Canada Opportunities Agency (ACOA) as part of a series entitled *Investing in Nova Scotia's Future*.

Fundy Textile & Design Ltd. (initially a one-woman enterprise offering a cresting and embroidery service for team uniforms) today occupies 40,000 square feet in two buildings, employs over 120 people and sells products across Canada and in half a dozen U.S. states. Negotiations are currently taking place to get into the Florida market.

"With the proper financing in place, we could reach the entire

U.S. market," asserts Friedel Moser, owner and president of the Truro, N.S. company. "Although we have been supported to the full extent that the banking industry's ratios permit, we realized that we needed additional finances to service the markets we have developed. Thanks to the people at ACOA and the assistance we received, we have been able to grow much faster..."

Contact: ACOA on the Net - www.acoa.ca

Fundy Textile & Design Ltd.
- Toll-free: 1-800-790-7900 or
fax: (902) 893-1692.

♥ Did You Know? ♥

How America Loves Chocolate

- The U.S. retail chocolate industry is worth US\$13 billion per year.
- Americans spend US\$1 billion each Valentine's Day on candy, making it the fourth-largest holiday of the year for confectionery purchases, after Halloween, Christmas and Easter.

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm>
...for a wide array of valuable information on doing business in and with the United States.