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## III. EXPORT OPPORTUNITIES

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The New York market is a densely populated area. While almost any product competitively marketed and priced can be sold in this area, opportunities are particularly attractive for:

- electronics and telecommunications equipment
- consumer goods
- apparel
- contract and residential furniture
- defence-related products
- fish and food products
- health care products
- transportation equipment
- pleasure boats
- sports and recreational equipment
- machinery
- art and handicrafts
- third country exports.

Main products exported by Canada to the tri-state area include:

- softwood lumber
- newsprint
- pulp
- aluminum
- precious metals
- electricity
- cars and trucks.

### Defence Products

Access to the U.S. defence equipment market is facilitated by the Canada-U.S. Defense Development and Defense Production Sharing Arrangements, under the terms of which Canadian-made defence equipment can be imported into the U.S. duty-free and without the application of Buy America restrictions. Local buyers, therefore, evaluate Canadian firms on the same price-quality-delivery formula applied to American suppliers.

Information on marketing to the U.S. Department of Defense, to U.S. Defense contractors, and on the