

RPTBL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 TRADE AND ECONOMIC OVERVIEW

Mission: BUFFALO

Country: UNITED STATES OF AMERICA

THE UPSTATE REGION ENCOMPASSES 39 COUNTIES IN NORTHERN NEW YORK INCLUDING THE MAJOR METROPOLITAN AREAS OF BUFFALO, ROCHESTER, SYRACUSE, AND BINGHAMTON. WITH A POPULATION OF MORE THAN 4 MILLION PEOPLE, THE UPSTATE NEW YORK MARKET LIES WITHIN A 500 MILES RADIUS OF 50 PERCENT OF ALL U.S. MANUFACTURING ACTIVITY. NO OTHER REGION IN THE U.S. CAN BOAST OF TWO VITAL ADVANTAGES WITH ITS NORTHERN NEIGHBOR: ITS GEOGRAPHIC PROXIMITY TO CANADA AND A BUSINESS COMMUNITY THAT IS GEARED TOWARD WORKING WITH CANADIAN COMPANIES. OUR NEW EXPORTERS TO BORDER STATES: -NEBS PROGRAM HAS SERVED TO TRAIN MORE THAN 1300 COMPANY REPRESENTATIVES IN THE PAST FOUR YEARS, PERHAPS THE MOST SUCCESSFUL EXPORT TRAINING GOVERNMENT PROGRAM YET ESTABLISHED.

UPSTATE NEW YORK'S ECONOMY HAS SHIFTED FROM A BLUE COLLAR TYPE AREA TO A SERVICE AREA OVER THE PAST DECADE. UNIVERSITIES, BANKS, LAW FIRMS, RETAIL TRADE AND CONSULTING SERVICES ARE THE MAINSTAY OF THE LOCAL ECONOMY. UNEMPLOYMENT IS LESS THAN 5%, A POINT LOWER THAN LAST YEAR. PRICES ARE GENERALLY LOWER IN THIS AREA COMPARED TO THE REST OF THE U.S. AND THE COST OF DOING BUSINESS IS CORRESPONDINGLY LOWER. NEW YORK STATE IS THE NINTH LARGEST ECONOMIC POWER IN THE WORLD. THERE ARE ALSO FEW LOCATIONS IN THE U.S. MORE IDEALLY SUITED TO INTERNATIONAL TRADE THAN UPSTATE NEW YORK. SITUATED ON THE BORDER WITH CANADA, THIS REGION HAS ONE DAY TRUCKING ACCESS TO THE FOLLOWING MARKET RESOURCES: 49% OF ALL U.S. SKILLED WORKERS; 50% OF THE TOTAL U.S. AND CANADIAN POPULATION - 131 MILLION PEOPLE; 62% TOTAL GNP POPULATION - 15.5 MILLION PEOPLE; 52% OF THE TOTAL PERSONAL INCOME IN THE U.S. AND CANADA - \$1.4 TRILLION A YEAR; 52% OF ALL U.S. PROFESSIONAL AND TECHNICAL WORKERS; 53% OF U.S. WHOLESALE SALES; 77% OF CANADIAN MANUFACTURING ACTIVITY.

HIGHWAY AND RAIL BRIDGES IN THE REGION PROVIDE THE ONLY DIRECT FREIGHT ROUTES INTO CANADA BETWEEN DETROIT IN THE WEST AND OTTAWA IN THE EAST. THE REGION IS SERVED BY INTERNATIONAL AIRPORTS AND HAS SHIPPING ACCESS TO THE REST OF THE WORLD THROUGH THE ST. LAWRENCE SEAWAY.

CANADIAN SALES OPPORTUNITIES EXIST IN ALL TYPES OF CONSUMER PRODUCTS, INFORMATICS, ENERGY, NATURAL RESOURCES AND INDUSTRIAL COMPONENTS. THE MAJOR INDUSTRIAL FIRMS INCLUDE KODAK, XEROX, IBM, FISHER PRICE TOYS, GENERAL MOTORS, CORNING GLASS AS WELL AS DEFENCE RELATED COMPANIES SUCH AS GENERAL ELECTRIC, SIERRA RESEARCH, BELL AEROSPACE, AND MUOG. BUFFALO ALSO HAS ONE OF THE LARGEST COMPUTER SERVICE FIRMS (COMPUTER TASK GROUP) AND SOFTWARE DISTRIBUTOR (INGRAM SOFTWARE) IN THE U.S. SOME 500 CANADIAN FIRMS USE BUFFALO AS A DISTRIBUTION CENTER FOR THE U.S. MARKET. CANADIAN EXPORTS TO NEW YORK STATE OVER THE LAST FIVE YEARS HAVE GROWN AT AN AVERAGE OF 15.7% PER YEAR COMPARED TO AN AVERAGE ANNUAL INCREASE OF 11% FOR CANADIAN EXPORTS TO THE U.S. OVER THE SAME TIME PERIOD.