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# Focus on the United States



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Ottawa, Canada K1A 0G2

## Message from the Minister

The majority of Canadians know that our economy is inextricably linked with that of the United States. Our longstanding and substantial trading relationship is the largest in the world. In fact, a staggering 80 per cent of all the products and services we sell outside of Canada go to the United States.

In today's highly competitive global business environment, Canadian exporters must continue to look to new and emerging world markets for their products and services. But in our efforts to reach out to all parts of the world, we should not forget that just a few kilometres away lies the world's largest and most open market. It is a market that holds Canadians and their products and services in high regard, as well as one that is easily accessible by Canadian exporters and investors.

Because of its proximity and similar business environment, the United States is the logical first choice for new exporters, especially small and medium-sized companies, to embark on their journey into the world of international trade.

Another important characteristic of this market is that it is not just one market but a multiplicity of different regions, each of which offers unique and diverse opportunities for Canadian companies in all sectors.

There is no other market in the world that holds such a broad range of opportunities for Canadian business. From the automotive giants of Michigan and the industrial conglomerates of the Midwest to the leading-edge information technology centres of Silicon Valley and New England and the world-leading entertainment meccas of Los Angeles and New York, the United States is by far the most lucrative market for Canadian exports.

I am confident that the information contained in this booklet on the United States markets will be of great value to Canadian companies, small and large, new and experienced, that are looking for a receptive destination for their products and services.

Yours sincerely,

Hon. Sergio Marchi