

The apparel industry--Los Angeles is a major center for the garment industry and has a multitude of small and medium sized companies located in the area. In addition, several large companies, including Levi Strauss, are headquartered in Los Angeles. Most garments are packaged manually. There are no hosiery manufacturers located in the area.

Textile mill products--There are a number of mills for carpets and textiles located in the marketing area. However, our research showed they offer few prospects for machinery or systems sales.

The San Francisco Marketing Area:

The San Francisco marketing area includes San Francisco-Oakland, San Jose-Santa Clara, and the Vallejo-Fairfield-Napa areas. These areas, shown on the map following, collectively make up the San Francisco, Oakland and San Jose consolidated statistical area. The San Francisco marketing area had a population of 5.18 million in 1980. This represents approximately 22 percent of the State's total inhabitants. The San Francisco area produces approximately 25 percent of the State's total manufactured shipments. Industrial growth in most sectors has been somewhat slower than in the Los Angeles region.

The term San Francisco marketing area is something of a misnomer since the actual area of San Francisco is very small and the surrounding areas (included in the San Francisco consolidated statistical area) contribute substantially to the overall total for the area. San Jose, in particular,