

DETROIT

(Michigan, Ohio, Indiana and Kentucky)

The territory of the Consulate General in Detroit accounted for roughly 33 percent (C\$118.9 billion) of Canada's bilateral merchandise trade with the U.S. in 1996. The region encompasses a market of 30.5 million people and is home to 54 of the *Fortune 500* companies, including three of the top ten major foreign investors in Canada. Three of the four states border on the Great Lakes, and cross-border movements between Ontario and Michigan account for the largest share of Canada-U.S. bilateral trade and tourism. The automotive sector is the major industry and is of vital importance to the Canadian economy. The Consulate General monitors this industry extensively and reports on trends or changes in markets, sourcing, manufacturing and investment decisions. Other key sectors include primary metals, rubber and plastics, chemicals and pharmaceuticals, agrifood products, building products, advanced manufacturing technologies, information technology (telecoms, computers), environmental products and services, a full range of consumer products, and wide application of professional services. In 1996, some 1.2 million people visited Canada from the territory, spending an estimated C\$1 billion.

The *Business Development Program* is multifaceted, promoting the export of Canadian goods and services into the U.S., emphasising strategic alliances between companies, technology transfers, and offering a full range of investment promotion activities. The Post also maintains active corporate liaison and company outreach activities in the territory. Due to the location, there is active cooperation with U.S. Customs Services and U.S. Immigration and Naturalization Services under the NAFTA treaty. Corporate advocacy activities complement the above services and help solve trade disputes affecting international business.

MINNEAPOLIS

(Colorado, Iowa, Minnesota, Montana, Nebraska, North/South Dakota and Wyoming)

The territory covered by the Consulate General in Minneapolis accounts for 20% of the total area of the U.S. with a population equal to half that of Canada. The region borders on five Canadian provinces (Eastern B.C. to northwest Ontario). Minnesota, the region's most populous state (4.5 million people, half in the Minneapolis-St. Paul metropolitan area), has strong links with Canada. The region ranks third, immediately behind Japan,

among Canada's trading partners. In 1996, the State of Minnesota traded C\$7.7 billion worth of goods with Canada, up 6% over 1995. Tourism to Canada from the region contributes significantly to the Canadian economy. High-technology based enterprises have joined traditional areas, such as agriculture and manufacturing, as drivers of both the state and regional economies. Minnesota, home to 32 *Fortune 500* companies, includes some of the nation's leading high-tech firms in information technology and life sciences (medical devices) with firms such as Honeywell, Unisys, Cray Research, Control Data and Medtronic (all of which have Canadian operations), and most of the major agrifood giants (Cargill, Pillsbury, General Mills, International Multifoods, Hormel, Land O'Lakes). Other major corporate HQs include 3M and the Carlson Companies, the world's largest hospitality, travel and marketing firm. The area also includes an important cluster of insurance companies and other financial intermediaries.

The *Business Development Program* has recently refocused its operations to meet the goals of the Jobs & Growth trade and investment initiatives. Current priority sectors include: agri-food, consumer products, medical/biotechnology and environmental industries. The Post has close working relationships with its federal and provincial partners in the Prairies and N.W. Ontario, is involved in the export training program and places considerable emphasis on assisting and developing new Canadian exporters (NEBs). Corporate liaison, company outreach and partnering activities, including the maintenance of a Strategic Alliance Centre, are integral elements of the Post's active investment development program. Important corporate advocacy includes participation in the Canada-Minnesota Business Council which has a growing membership of over 75 companies, and is the pre-eminent bilateral networking forum for Minnesota and Canadian business interests.

WESTERN CORRIDOR

LOS ANGELES, SAN FRANCISCO and SAN JOSE

(Southern/Northern California, Arizona, Utah, Nevada and Hawaii)

Canadian interests in the territory of the Consulate General in Los Angeles are concentrated in California, a state with 31 million people and the world's seventh largest economy. The Post's territory is also home to 55 of the *Fortune 500* companies. Two-way trade with California in 1996 amounted