

I. INTRODUCTION

The area of interest includes all of upper New York state and the Pittsburgh area of western Pennsylvania. Major population centers within these areas include Buffalo, Rochester, Syracuse, Watertown, Binghamton, Plattsburgh, and Pittsburgh. The commercial base is diverse, with industries varying from primary forestry and mining operations to manufacturing of a wide spectrum of products. In addition, a well-developed and mature infrastructure of highways, rail lines, and communications exists.

The overall objectives of this study are to provide the CPIA and its members with information for pursuing an export-based growth strategy. This section of the report examines the general state of the economy and the printing industry within the area of interest. To assist Canadian companies in assessing the potential of entering the U.S. market, certain costs of U.S.-based businesses and printers are outlined and compared with Canadian firms. In addition, further information useful to companies looking to enter the U.S. market is presented, consisting of sources of data regarding market background and news.

II. THE ECONOMIES OF UPSTATE NEW YORK AND WESTERN PENNSYLVANIA

New York state borders the provinces of Ontario and Quebec, and is accessible from Canada by six major border crossing ports. These ports include Fort Erie/Buffalo, Niagara, Hill Island crossing, Prescott/Ogdensburg, Cornwall/Massena and Champlain, New York. Other lesser border crossings exist; however, the above six represent the principal commercial ports. Pennsylvania has no direct border contact with Canada, but adjoins New York along its southern boundary.

The area of interest for study consists of thirty-five (35) counties in upstate New York and five (5) counties in western Pennsylvania around Pittsburgh. These counties are listed in Tables 1 and 2 and maps displaying the locations of each of the counties can be found in Appendix A. Additional data¹ contained in the tables are statistics on the labor force for both countries, and the size and classification of the associated printing industry². The purpose of

¹ U.S. Dept. Labor, Bureau of Labor Statistics, Resident Civilian Labor Force summary, July and August, 1993

² U.S. Bureau of the Census, County Business Patterns, New York, 1993