

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 EXPORT PROMOTION PRIORITIES

Mission: BOSTON

Country: UNITED STATES OF AMERICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. CONSTRUCTION INDUSTRY
 - Major construction of Boston Harbor tunnel & Harbor Cleanup, over (US\$) 13 Billion to be spent.
 - Canadian construction products have an excellent reputation.
 - A strong demand continues for pre-built homes.
2. ADVANCED TECH. PROD. & SERV
 - Advanced Technology Products market is large & maturing. Leaders in the field, such as DEC, Prime, Wang, Data General, & Apollo are located near Boston.
 - Software estimates growth of 25% in 1990 led by firms such as Lotus, Bitstream.
3. DEFENCE PROGRAMS, PRODUCTS, SERV
 - New England firms play a major role in the manufacturing of Defence Electronic, Aerospace and Marine products.
 - New England Hi-Tech firms continue to benefit from equipment upgrades despite declining defence budget
 - USAF Electronic Systems Division has U.S. \$4B R&D budget.
4. FISHERIES, SEA PRODUCTS & SERV.
 - Seafood consumption growth has stabilized at 15 pounds per capita.
 - Opportunities exist for underutilized species & farmed fish.
 - Competition from USA (Alaska, particularly) & other countries is very strong.
 - Potential is great for processed and specialty seafoods.
5. CONSUMER PRODUCTS & SERVICES
 - Territory has one of the highest per capita incomes in the U.S. (US \$20,191) -Disposable income continues to grow faster than national average. -U.S. buyer interest in CDN consumer goods increasing because of FTA interest. -Many NEBS participants come from consumer product sectors and are now starting to export, requiring assistance.
6. EDUCATION, MEDICAL, HEALTH PROD
 - Biotech industry in region is world class, second only to California in the number of dedicated companies in the U.S.
 - Biomedical industries in the region are key to the region's competitive strength in int'l markets. -Region leads in the U.S. biomedical R&D base with 9 medical schools & 46 major teaching hospitals.

The most important current Canadian export sectors to this market are (based on actual export sales):

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| 1. FOREST PRODUCTS, EQUIP, SERVICES | 4. TRANSPORT SYS, EQUIP, COMP, SERV. |
| 2. ADVANCED TECH. PROD. & SERV | 5. OIL & GAS EQUIPMENT, SERVICES |
| 3. FISHERIES, SEA PRODUCTS & SERV. | 6. POWER & ENERGY EQUIP. & SERV. |