

U.S. federal procurement of Canadian products for military use. However, Canadian firms should be aware of American policies favoring this country's end products, namely the Buy America Act and small business and minority business set asides. In order to sell to the NSC, a Canadian supplier must be certified as an approved supplier by the Canadian Commercial Corporation (CCC). With few exceptions, Canadian companies can effectively bid for U.S. Government contracts in the PNW. Consideration should be given to appointing a U.S. sales agent.

ADVANCED TECHNOLOGY/COMPUTER HARDWARE SOFTWARE ELECTRONIC EQUIPMENT

The fastest growing area within the hitech industry in the PNW is software development. Among the approximately 1500 software development companies in the PNW, home-grown leaders include Microsoft, Aldus, Boeing, and Weyerhaeuser. These giants, in turn, have generated hundreds of smaller spinoffs. A recent survey indicated that 54% of area firms develop prepackaged software; 40% were tied to custom development; 22% offer software consulting and 10% are linked to hardware applications. Major distribution channels include: direct sales (83%), dealers and distributors (49%), mail order and VARS (19%). Overseas sales from this area are strong, particularly to Japan and Europe. Washington state ranks 5th in employment in the U.S. for prepackaged software development. The PNW presents three major concentrations within the electronics field of hitech: computerization, microcircuitry, and measurement and control. Other opportunities are in the areas of telecommunications, robotics, biotech, and marine technology. Area leaders include: Tektronics, Mentor Graphics, Keytronic, Eldec, Hewlett-Packard and Intel. The PNW is now home to more than 30 Japanese electronics manufacturing companies including Epson, Fujitsu, Nec, Sharp and Matsushita.

SECURITY PRODUCTS

Corporate security, government (police, military, and port authorities), and consumer security are the three fundamental markets for security products in the PNW. Major corporations with offices abroad offer the most promising upstart segment of this market. Companies such as Morrison Knudsen, Boeing, McCaw Cellular, and Microsoft are examples of the type of multinational companies which maintain corporate security programs and have head buying offices within the Seattle Consulate General's PNW territory.

ENVIRONMENTAL EQUIPMENT/SERVICES

Opportunities for marketing environmental products and services in the PNW are similar to other areas of the U.S. with differences that reflect the unique character of the territory. There is a high demand for energy conservation and renewable resources including forestry and fisheries management. Washington state is considered among the