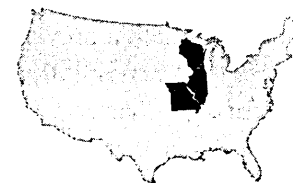


THE U.S. CONNECTION

This CanadExport regular feature is designed to help Canadian exporters take full advantage of the vast and lucrative market south of the border. The U.S. Connection is produced in co-operation with the U.S. Business Development Division (UTO) of the Department of Foreign Affairs and International Trade (DFAIT). For further information, contact UTO by fax at (613) 944-9119, e-mail: commerce@extott13.x400.gc.ca

"CHICAGO: The Heart of the Heartland"

The territory of the Canadian Consulate General in Chicago covers much of the United States' manufacturing heartland, and includes the states of Illinois, Wisconsin and Missouri, as well as the northwest corner of Indiana. The region's transformation from "rust belt" to "growth belt" over the last 10 years has made it particularly attractive to Canadian exporters. Two-way trade is now well over \$30 billion annually, making the region one of the largest world markets for Canadian products.



Key competitive factors

- Four major U.S. cities are located in the region — Chicago, St. Louis, Milwaukee and Kansas City — with a total population nearing 15 million.
- Economic growth in the territory has exceeded the national average over the last three to five years, and is estimated at over 4 per cent. Unemployment rates are below the national average.
- Over 60 Fortune 500 U.S. companies have their headquarters in the territory. Key firms include: (in Illinois) Amoco, Motorola, Kraft Foods, McDonalds, Caterpillar, John Deere and Archer, Daniels, Midland (ADM); (in the St. Louis area) Annheuser-Busch, Ralston Purina, Monsanto and Boeing Corporation; (in Kansas City) H&R Block, Black and Veatch, Sprint and DST Systems; and (in Wisconsin, Milwaukee area) Case, Briggs and Stratton, Harley Davidson and Rockwell Automation.

- A number of Canadian firms have significant operations there, including Canadian National Railways, McCain Foods, Bank of Montreal (Harris Bancorp), Moore Corporation, Eicon Technologies and IPSCO.

- An estimated 30,000 manufacturing establishments are located in the region, which consume or produce in excess of US\$150 billion worth of goods and services each year. The combined gross state product of Illinois, Missouri and Wisconsin is over US\$500 billion per year, making the region an important engine for sustaining U.S. economic growth.

Recent Midwest Market Studies

- * *Biotechnology Opportunity Guide, U.S. Great Lakes Region* (Code 239UA).
- * *The Multimedia Market in Illinois, Missouri and Wisconsin* (Code 273UA).
- * *Business Opportunities in U.S. Markets for Potential Canadian Suppliers of Selected Specialty Chemical Products* (Code 80UA).
- * *U. S. Geomatics Market Update* (Code 25UA).

A study of the Chicago and Midwest art market will soon be available.

To obtain copies, contact DFAIT's Inquiries Services at 1-800-267-8376 and quote title and code.

The Canadian Consulate's main role is to deliver programs and services to assist Canadian firms to take advantage of trade, investment and technology opportunities.

The Consulate's Strategic Alliance Centre helps Midwestern and Canadian firms build licensing, R&D, co-production or joint venture relationships. Over 35 successful alliances have been facilitated in the past two years in a variety of sectors.

Continued on the next page

CANADIAN CONSULATE CHICAGO ON THE WEB: <http://www.canadachicago.net>

VISIT THE BUSINESS SECTION OF CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm>
... for a wide array of valuable information on doing business in and with the United States.