

a 26 percent average increase in growth over 1978. These other industrial groups do not have the same degree of exposure in the State and are, therefore, not as visible. The importance of the other California industries selected for this study can be assessed from Table 3.4 and from the industry interviews presented later.

3.4 INDUSTRIAL PRODUCTION AND MARKETING CENTERS IN CALIFORNIA

The majority of California's value-added manufacturing industries are located in three readily definable geographic areas. When these areas are examined in terms of the diversity of the industries which they contain and the collective dollar value of their output, they make the State a very attractive proposition to prospective Canadian packaging machinery exporters.

The three main production and hence marketing areas in California are: the Los Angeles marketing area; the San Francisco marketing area; and the San Joaquin marketing area. We have presented information in the following tables designed to show Canadian exporters the relative strengths and the diversity of industry that the three areas contain.

Table 3.4 presents a clear picture of the importance of the three selected marketing areas. The table shows the value of manufacturing in the State in 1978 and that the selected marketing areas shipped \$127.2 billion (93.7%) of the State's total (\$135.7 billion). In 1980, the State's total shipments were valued at \$176.7 billion. The selected