

The U.S. market is attractive for many reasons:

*1. It's next door.*

Although Canadian sales need not be restricted to border states, it's worth noting that these states have a population approximately double that of Canada.

*2. It's relatively open and has a similar business culture.*

The United States is one of the world's most open markets. Canadian firms can sell there with relative freedom, especially with the help of trade agreements. Business concepts and practices are very similar to those in Canada.

*3. It's huge and diverse.*

The annual market for environmental services, health and engineering services, among others, rank in the tens of billions of dollars. As well, the U.S. market is not one market. It has 50 states, each with more than one-half million people. It has 41 cities with over one million people. It has at least six major geographic regions, each larger than Canada. Even within your targeted region and segment, the market will likely be larger than the entire Canadian market.

*4. Many small Canadian service firms have already been successful there.*

A recent survey by the Canadian Exporters' Association found that 53 per cent of Canadian service firms successful in the United States were small firms (fewer than 50 employees).

*5. There are opportunities for partnerships.*

Because American service firms are increasingly looking at opportunities in major Canadian markets, you can form partnerships that help your partner in Canada and you in the United States. And partnerships allow you to effectively counteract "Buy America" and other protectionist tendencies. As well, there may be opportunities to jointly enter Mexican and other markets.

