
III. SELLING TO THE SOUTHWEST

Market Characteristics

The six southwestern states covered by the Canadian Consulate General in Dallas make up the fastest growing area of the United States, and its population increase has been accompanied by an expanding awareness and sophistication on the part of buyers. Dallas-Fort Worth, for example, now ranks as one of the top three fashion centres in the United States. It is also the home of five major aircraft and electronics manufacturers. Southwesterners are well disposed toward Canadians, and commodities ranging from cattle to aviation equipment have found acceptance in the area. The friendly, folksy hospitality extended by southwestern buyers accompanies a keen business sense, and a manufacturer with a quality product at a good competitive price will get a fair hearing. Canadian businessmen should bear in mind, however, that there are definite regional characteristics in this market resulting from different cultural and historical influences and a warmer climate.

Defence Products

Access to the U.S. defence equipment market is facilitated by the Canada-U.S. Defence Development and Defence Production Sharing Arrangements, under whose terms Canadian defence equipment can be imported to the U.S. free of duty and without the application of Buy America restrictions. Local buyers will therefore evaluate Canadian firms on the same price-quality-delivery formula used for their U.S. suppliers.

Canadian firms can enter this market by: (a) bidding on prime contracts issued by various Department of Defence procurement agencies or through solicitations received from them by the Canadian Commercial Corporation; and (b) by selling to U.S. companies awarded prime contracts. The Trade Commissioner responsible for defence can provide information on bidding procedures and assistance in identifying poten-