

Opportunities...Opportunities...Opportunities Just a Stone's Throw Away

One of the world's largest and most open markets — and right next door (three quarters of Canadians live within 300 kilometres of the U.S. border) — the United States is the logical first choice for both new and experienced Canadian exporters.

Its proximity, relative ease of access, similarity of language, culture and legal systems, and demand for virtually every type of product or service produced by Canadian companies make the United States the most accessible and practical market for most Canadian exporters.

Spurred by the globalization of markets and the technological revolution, U.S. industries are repositioning themselves to face ever-increasing competition. American companies are seeking new products, technologies and services and, now more than ever, are looking beyond their borders for strategic partners to help expand sales in the United States and beyond. The end result: new opportunities for Canadian companies.

The shift toward knowledge-based industries has put a whole new perspective on Canadian exports to the United States. While exports of manufactured products, particularly in the automotive sector, continue to top the export list, there has been explosive growth in recent years in such areas as information technology, telecommunications, environment, biotechnology, cultural industries, and business and professional services.

While it is tempting to think of the United States as one market, in fact it is many markets. Different geographic regions have developed different industry strengths that require a targeted approach to ensure successful export development.

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