UNITED STATES OF AMERICA:

REGIONAL ASSESSMENT:

Over 60% of Canadian software sales are to the USA and it is still the first target market of preference for most Canadian companies. Canada's unique position of proximity to the U.S. distribution channels and high-tech hardware sector, in addition to a common language, common time zones, closely integrated infrastructures and the Free Trade Agreement, allow for a comfortable environment for Canadian exporters. The department's program of exhibiting at major Trade Fairs complemented by NEBS and NEXUS missions and the local support by the Consulates continues to be of valuable assistance to Canadian exporters.

The rapid movement to OSI as the international standard for computer/communications provides an additional opportunity for Canadian companies in the US market. Canada has a growing strength in Unix software applications and OSI interface software expertise. Opportunities should be identified to exploit this in the USA market at this early stage.

TIER A: As software products permeate all aspects of business and personal life, most of the USA is a TIER A market for software products. Major cities are the obvious targets for most software marketers with recognized regional focal points receiving the most attention (New York, Boston, Atlanta, Buffalo, Chicago, Los Angeles etc.).

While much support has traditionally been given to the Eastern and Western sides of the continent, the Post Plans also reflect good market prospects for software in the Chicago, Cleveland, Minneapolis and Dallas regions. Some focused events in these areas could have considerable returns.

Key Trade Shows in the USA are:

Comdex Spring, Atlanta, May	FOSE, Washington, April
PCExpo, New York, June	FCC West, Anaheim, May
Net World, Dallas, October	Fed Micro, Washington, August
COMDEX Fall, Las Vegas, November	COMNET, Washington, January
Unix Expo, New York, September	