

SEATTLE, WASHINGTON

The hitech market in the Pacific Northwest (PNW) is concentrated primarily in the states of Washington, Oregon and to a lesser degree, Idaho. Industry leaders include Boeing, Microsoft, Intel, Nintendo, John Fluke Manufacturing, Tektronix, Battelle, Hewlett Packard, and Immunex. Anchors comprise Boeing with its \$88 billion in back orders for commercial airplanes and Microsoft with annual sales of prepackaged software in excess of \$3 billion. The PNW is currently home to approximately 1500 software companies, 100 biotech companies, 600 electronics manufacturers, and 1,000 environmental businesses, and is the highest growth hitech area in the U.S. As a result of close historical, political, environmental and economic ties with the provinces of B.C. and Alberta, and the advent of the FTA, Canadian companies and products are highly regarded and effectively compete with their respective domestic U.S. counterparts.

Individual and group missions offer the best vehicle for making contacts in the PNW hitech market; trade shows, generally, tend to be regional in nature and lack the impact/attraction of national events which are held in the larger centres.

AEROSPACE AND DEFENCE

Boeing is still the world's largest producer of commercial airplanes and procures Canadian goods and services in excess of \$500 million annually. Newcomers must be prepared to meet the highest quality standards (D1-9000), deliver on time and quote prices on a straight line basis over a 2-5 year period. Competition is tough; a local sales representative is highly recommended.

New Boeing projects include production of the world's first computer-designed jetliner, the 777, set for delivery in 1995, an expanded version of the 757, an expanded 747, a 767 widebody freighter, a supersonic transport, and development of a super jumbo 600 passenger jet with Daimler-Benz of Germany and British Aerospace PLC. Recent cutbacks in spending on defence by the U.S. Congress have resulted in a dramatic decrease in Boeing's aerospace and defence activities. Opportunities are limited and focus on developing avionics for the B1-B strategic bomber, prototype production of the F-22 advanced tactical fighter, development of a new generation of heavy-lift space rockets, and building the living and lab modules for space station freedom.

US GOVERNMENT PROCUREMENT

Major U.S. buying agencies include the Naval Supply Center (NSC) in Bremerton, WA., the Bonneville Power Administration in Portland, OR., the National Oceanic and Atmospheric Administration (NOAA) in Seattle, WA., and the General Services Administration (GSA) in Auburn, WA. There are basically no restrictions regarding