citizens by incorporating it into the delivery of most provincial government services. There is ample proof that the results are extremely attractive to a number of North American and global companies that have set up new operations in New Brunswick specifically to take advantage of the excellent infrastructure, availability of a highly-skilled workforce and access to international markets.

The Atlantic provinces, and in particular New Brunswick, have done well in attracting call centres as part of an ever-increasing service economy. As of mid-1999, there were approximately 70 call centres in New Brunswick employing over 7,500 people. Nova Scotia has 20 call centres employing more than 5,000, with Convergys being one of the largest in the country. From these centres, well-paid Maritimers are providing important commercial and consumer services, mostly in the United States. For example, if someone in Boston needs to book a hotel room and rent a car in Philadelphia, odds are that the call will be taken and the arrangements made through an Atlantic call centre. If someone needs to track the delivery of a courier package, they'll probably be talking to someone in New Brunswick.

Atlantic Canada also sees the potential in electronic commerce, and institutions such as Dalhousie University are committing resources and facilities to the IT field. Dalhousie is educating approximately 700 students in computer sciences and, in conjunction with Cisco Systems, is offering a Master's program in internetworking. As part of a new computer science building, Dalhousie has established a Global Information Networking Institute to spearhead e-commerce and pursue partnerships with companies such as IBM. These are all examples of Atlantic Canadians taking advantage of new developments in technology and e-commerce to export their services in the global marketplace.

Another area of the services economy worth noting is film production. Worth $150 million in Nova Scotia alone during 1999, the success of this activity confirms the desirability of location and advanced infrastructure of this region. In May 2000, Halifax will host a world conference of independent film makers and public broadcasters.

Growth in Nova Scotia's economy is being assisted by the presence of one of the world's foremost research and development (R&D) environments, with major research concentrations in health, agriculture and marine biosciences. Within the Halifax Regional Municipality resides the second-largest concentration of marine expertise in the world. Half of the marine technology firms in Canada are located here. In this field alone there are 500 doctoral-level professionals bringing expertise to public-private partnerships in a wide range of marine/biotech specialities. By 1999, 95 companies employing some 750 professionals were working in life sciences, with growth estimated to occur at twice the national rate. Exports of this industry's goods and services (such as health products, herbal medicines, pharmaceuticals, diagnostic test kits and telemedicine services) increased by an astounding 72 percent in 1998. In keeping with this activity, Halifax will host two major events: Softworld 2000 and Biofusion 2001.

The Newfoundland and Labrador manufacturing industry's wide range of capabilities include food production, printing and publishing, wood and non-metallic mineral production. In 1998, manufacturing shipments from the province reached a record level of $1.76 billion. Largely dominated by seafood products, pulp and paper and petroleum products, new sectoral growth is also being experienced in advanced technology (satellite communications, medical technologies and environmental technologies) and the traditional footwear and wood products sectors. A revitalized seafood industry has emerged due to its ability to increase its commercial focus on higher-value species like crab and shrimp. The value of seafood production increased from $683 million in 1998 to $950 million in 1999. Newfoundland's offshore petroleum sector has experienced rapid growth in exploration and development since first production of oil from the massive Hibernia field in 1997, and is expected to produce 40 percent of Canada's light crude by 2004.

The high-tech needs of the petroleum sector are one of the primary drivers in Newfoundland's shift to a knowledge-based economy and its emergence as a world leader in ocean technologies. The province has experienced gradual but steady growth in advanced technologies, ranging between 6 percent and 10 percent annually over the last five years. This growth potential is a catalyst for an increased export profile in e-commerce, telemedicine, distance education, multimedia, software development, geomatics and marine technology. Newfoundland and Labrador's