

## SAN FRANCISCO

The territory of the Canadian Consulate General, San Francisco covers six states: California [north of Bakersfield], Nevada [except Clark County], Utah, Colorado, Wyoming and Hawaii.

California, with a GDP of \$680 B, is the 6th largest economy in the world. Northern California, population 14 million, represents 40% of this economic output, or US\$270 B (45% of Canadian GDP). Defence activity, mainly in electronics and other advanced technology areas, is holding up well. Northern California continues to lose manufacturing jobs to the southern U.S. and Mexico, but has gained in the service and advanced technology sectors.

The Bay area's local economy includes a high percentage of service industries, primarily related to finance and international trade, as well as the highest concentration of advanced technology companies in the country. The Bay area is home to 50 of the Fortune 500 companies, including Bank of America, Bechtel, Chevron, Del Monte, Genentech, Hewlett Packard and Intel. It is the second most important marine, rail and air transportation hub on the west coast, behind Los Angeles/Long Beach. Some 5 million tourists visit San Francisco annually.

The Bay area is the leading center in the U.S. for computer technology, hardware and software. It has 2 to 3 times the number of advanced technology firms of any state, is home to 1/4 of the country's fastest growing companies, and also has more jobs in biotechnology than any other state or country. It is a spawning ground for new high tech companies and is home to about 25% of the nation's advanced technology venture capital firms. The region contains 1400 research labs spending \$22 billion annually and 6 major universities including Berkeley and Stanford. To sum it up, the Bay area is a main focus for many of the technologies which are critical to Canada's future. The satellite office in San Jose, in the heart of Silicon Valley, will continue to promote our advanced technology products and services; seek marketing, investment and technology transfer opportunities; and seek partners to provide needed technology, capital or marketing assistance to Canadian firms.

At least 30 market research firms are based here. The State has the strictest environmental laws in the U.S. Hence, if products or technologies are accepted here, they will likely be accepted throughout the U.S.

Numerous cities in Northern California use Canadian urban transit equipment. With the multibillion dollar commitment of the California government to expand mass transit over the coming years, prospects for Canadian equipment are promising. Some other products or sectors offering potential include: instrumentation; farm, food processing and industrial equipment; environmental equipment and services; medical equipment; printed