

Canadian Consulate



Consulat du Canada

FIRST TIME EXPORTERS TO UPSTATE NEW YORK

Thinking of exporting to the United States? Why not try Upstate New York as a market and use the services offered by the Canadian Consulate in Buffalo, New York to get you started.

Our consular region encompasses 39 counties in northern New York including the major metropolitan areas of Buffalo, Rochester, Syracuse, and Binghamton. With a population of more than 4 million people, the Upstate New York market lies within a 500 mile radius of 55 percent of all U.S. manufacturing activity. No other region in the U.S. can boast of two vital advantages with its northern neighbor: its unique geographic proximity to Canada and a business community that is geared toward working with Canadian companies.

Buffalo, the second largest city in the state after New York City, has a population of 1.2 million and over 440,000 households. With over 600 acres of prime waterfront development land available, it is undergoing an exciting renaissance and becoming a vital new market in the mid-Atlantic region. Areas such as transportation, finance/insurance, health sciences and high-tech industries have increased substantially over the past ten years. More than 400 Canadian businesses employing 15,000 people operate branches here.

Rochester, located 60 miles east of Buffalo, is a hi-tech center with a population of over 970,000, the third largest urban area in New York State. It boasts the corporate headquarters of Eastman Kodak, Xerox, and Bausch & Lomb and maintains a solid core of more than 1,000 smaller companies in areas of printing, food products, telecommunications, chemicals, electronic, and laser technology. It also has an abundance of higher education institutions such as the Rochester Institute of Technology and is nationally known for their health care facilities. In 1987, Rochester and the surrounding area exported a record \$6.3 billion worth of products, which is more than the overall totals from 30 different states.

Syracuse, located in the center of New York State, has been called "The Crossroads" due to the fact that New York State's two major interstate routes (90 & 81) intersect here. With a total population of over 640,000, Syracuse boasts such major firms as General Electric, Carrier Corporation, Bristol-Myers, Niagara Mohawk and P & C Food Markets. Service industries such as finance, insurance, and real estate are among the fastest growing sectors in the local economy.

Canadian manufacturers export products to Upstate New York in almost all sectors. The Consulate has an up-to-date record on over 1000 manufacturers' agents in the region who are interested in incorporating some Canadian lines into their portfolio of companies represented. The commercial officer responsible for your sector will give you the necessary counselling to penetrate this market.