



The U.S. Connection

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Information technology (IT) opportunities

Greater Washington

A new report entitled *Information Technology: Opportunities in the Greater Washington Region for Canadian Firms* is now available on the following Web site: www.infoexport.gc.ca/menu-e.asp. Canadian IT firms hoping to penetrate the U.S. federal procurement market and private sector industry, can benefit from this report which details the "e-dominance" of the Greater Washington region, birthplace of the Internet. Developed in the 1970s as a U.S. Defense Department research experiment, the Internet has emerged as one of the leading industries in the Greater Washington region, and the source of many IT opportunities.

The Greater Washington region, which includes northern Virginia, offers technology entrepreneurs both hard infrastructure in the form of capital, federal procurement funds, and extensive telecommunications networks, as well as soft infrastructure encompassing a vast array of service providers and intellectual resources housed within the region's 3,600 associations, 44 universities, and 447 federally supported research facilities. The region's 12,000 technology firms make Greater Washington second

only to Silicon Valley in terms of high-tech activities and opportunities.

To sell successfully to the U.S. government, Canadian companies must be persistent, willing to learn, and must be prepared to invest time and effort. They need accurate information, a

sound entry strategy, as well as the skills and resources to implement and sustain that strategy. A variety of agencies and resources are available to help. The secret is to use this report to find out who does what, where they are located, and how to use them.

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Comdex 2001

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promotion efforts in the U.S., which is Canada's largest and most important export market for the information and telecommunications technologies (ICT) sector. Sponsored by the Department of Foreign Affairs and International Trade (DFAIT), the Canadian Pavilion will offer Canadian exhibitors an all-inclusive package that includes a prime location in the Pavilion, as well as the services of a marketing communications consultant, at no extra charge.

The consultant can help prepare marketing plans and design media strategies for the event. As well, exhibitors will receive information about market opportunities and trends, and will be assisted in developing customized strategies for entering the U.S. market, based on their individual objectives. Prior to COMDEX, one-on-



one meetings with potential business partners can also be arranged. This services package avoids the usual promotional headaches faced by individual exhibitors, letting them focus instead on promoting their products and services.

Chicago — a prime location for information technology (IT)

Chicago, a major business centre, is rapidly growing into one of the most important technology centres in the U.S. Recent U.S. statistics demonstrate the Chicago area's rising importance in the IT market:

- Buying power is ranked first in the U.S.;
- 288,000 people are employed in the IT sector, ranking it the second highest IT employer in the U.S.;

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