

Opportunities

Companies such as Microsoft and Boeing dominate the region's high-tech economy. Computer components and software, biomedical equipment, biotechnology research and aerospace-related industries are all growing rapidly.

Companies in the Pacific Northwest have close ties with firms in Western Canada, which has resulted in joint promotional activity in several industry sectors, most notably biotechnology and computer software.

Contact: Canadian Consulate General, Seattle

Sectors

Following are notes on a few industry sectors offering business opportunities for new Canadian exporters. For more information, refer to the market studies on the relevant sectors, available from the DFAIT InfoCentre or on the *ExportSource* Web site.

Aerospace and defence

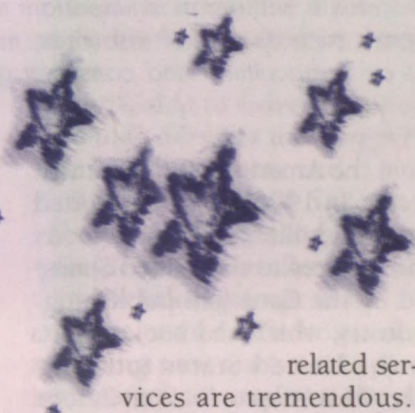
Over the next 10-20 years, the demand for new commercial aircraft is estimated at close to 16,000 planes, equivalent to \$1.1 trillion, and an additional 1,500 intermediate-sized planes, many of which will emerge from the Boeing plant in Seattle, built with a high degree of Canadian product and expertise.

On the defence side, the recent \$100-million modernization of the early warning system, the Regional Operations Control Center (ROCC) program, between Canada and the United States means that Canadian defence and aerospace firms can anticipate exciting opportunities.

Information technology and telecommunications

There is no industry in the United States that moves at the speed of the information technologies, which account for about 51 per cent, or US\$250 billion, of the global market for computer hardware and software.

Opportunities for Canadian suppliers of computer hardware, software, telecommunications equipment and



related services are tremendous.

With 2 million new cable TV subscribers and 8 million new cellular telephone subscribers every year, plus the popularity of the Internet, there are "hot" markets waiting for innovative Canadian products.

The gradual deregulation of the telephone industry country-wide is opening new avenues, and Canada is already well established in the United States as a favoured supplier of telecommunications equipment and services. With a 20-per-cent share of the US\$12-billion telecommunications import market, Canada is the United States' second-largest supplier, after Japan.

The need for telecommunications management software alone generates US\$1 billion in sales and is anticipated to grow an average of 30 per cent annually.

Biotechnology and medical/health care

The life sciences sectors of health care and bio-industries, covering pharmaceutical and medical devices, as well as applications to agriculture and environment technology, continue to be subject to rapid development. The United States' biotechnology industry is made up of some 1,300 companies, and the estimated growth potential in this area is enormous.

Also of note to Canadian biotechnology firms is the emerging trend of U.S. medical, biotechnology and pharmaceutical industries to partner with foreign companies and with academic and specialty research groups. Canadian companies are highly regarded for expertise in areas such as cancer and AIDS therapy, gene mapping and identification, clinical trials, drug development, and agricultural and environmental biotechnology. This respect is evident in the strength of foreign investment in Canadian biotechnology companies, which has averaged between \$75 and \$100 million annually since 1994.

The U.S. health care market, approaching \$1 trillion and accounting for 40 per cent of world demand, is the largest in the world. Pressure on government and health care providers to contain costs has encouraged the growth of options outside of hospitals and clinics. As a result, demand for home health care and outpatient goods and services is growing rapidly.

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