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Biotechnology — The Texas biotech industry may provide a comfortable "fit" for Canadian biotech companies entering the U.S. market because of its similar structure: small dynamic companies clustered around strong medical research centres.

The majority of the 45 biotech companies in Texas focus on health care and are concentrated in Houston, Dallas, Austin, and San Antonio. The Texas Medical Center in Houston is a "medical city" within a city that thrives on the presence of many large research facilities. In Dallas, the University of Texas Southwestern Medical Center, home to research on the Genome Project, is at the core of the city's budding biotech industry. The University of Texas in Austin and the University of Texas Health Science Center at San Antonio anchor the other two clusters.

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Los Angeles territory

The territory covered by the Canadian Consulate General in Los Angeles and the Consulate Trade Offices in San Francisco/Silicon Valley (San Jose) has a total population of 44 million. However, California, with nearly 80% of the population, is the prime target for new business. It is the largest exporting state in the U.S., accounting for one-sixth of all U.S. trade. Canada is California's second-largest export market after Japan, exchanging over \$39 billion in merchandise annually, as well as billions of dollars in services. California's economy has been powered by the rapid growth of cutting-edge industries such as aerospace, electronic manufacturing, computers, communications, film production, multimedia software and biotechnology.

Information and communications technology — California is a leader

in electronic and computer-related industries. The San Francisco Bay/Silicon Valley area alone is home to 7,000 high-tech companies, representing a combined market value of \$450 billion. The Los Angeles/San Diego corridor accounts for a further 19,000 technology companies. Annual sales in computer manufacturing are approaching \$35 billion, and California is the leading computer software developer in the nation.

Interested in joining Team Canada West?

Consult DFAIT's Team Canada Web site at www.tcm-mec.gc.ca for full information and registration details or call (613) 944-2520 or fax (613) 996-3406.

The phenomenal growth of the telecommunications sector is evident in Canada's exports, registering a 44.5% growth in 2000 with exports valued at over \$25 billion. Wireless voice communications and voice over Internet (VoIP) offer the best opportunities in the territory.

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Agriculture and agrifood — Agricultural exports are the fifth-largest sector for Canadian trade in the SW, totalling \$1.2 billion in 2000. Live cattle and beef earned Canada \$86 million in California, and seafood brought in another \$61 million. In Hawaii, Canada sold \$4.4 million worth of salmon and other fresh and frozen fish. For the Western provinces, sales of beef, canola and wheat place high on the list of top 25 exported products. Western Canadian manufacturers of farm machinery and equipment are also establishing a strong presence in the SW.

California is ranked number one in supermarket sales in the U.S. totalling \$33 billion, \$19.7 billion in the Los

Angeles area alone. It is the largest food processing employer in the U.S., shipping nearly \$50 billion in food products.

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Aerospace — Canada has the fourth-largest aerospace sector in the world and Canadian companies are global market leaders in many key market segments, including regional aircraft, business jets, commercial helicopters, small gas turbine engines, flight simulation, landing gear and space applications. Traditionally, two-thirds of Canada's exports have been shipped to the U.S.

In addition to supplying military aircraft to the U.S., Canada exports helicopters and specialized aircraft, firefighting equipment, and business jets to the SW. The Joint Strike Fighter (JSF) — a \$300-billion U.S.- and U.K.-led multinational program to build the next-generation fighter aircraft — will create abundant opportunities for Canadian sub-contractors.

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Biotechnology — Over 100 public biotech companies are located in San Francisco, Los Angeles, San Diego, and the Central Valley. The state is home to one-third of the nation's biotech firms and accounts for half of the sector's total employment nationwide. Companies are clustered near California's universities and medical research facilities.

Sales of Canadian biotech products and services to the U.S. exceed \$1 billion, with the health care field generating the highest revenues, followed by the agri-food sector. Canada's strong base of scientific expertise and continuous investment in research and development suggests that

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