

UNITED STATES

(WESTERN STATES)

*A Guide
for Canadian Exporters*

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1982
STORAGE

UNITED STATES

(WESTERN STATES)

*A Guide
for Canadian Exporters*

(aussi publié en français)

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1982
STORAGE

UNITED STATES

(WESTERN STATES)

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for Canadian Exporters*

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DEPT. OF EXTERNAL AFFAIRS /

TRADE OFFICE RESPONSIBLE:
LOS ANGELES

MINISTÈRE DES AFFAIRES EXTERIEURES

125 SUSSEX

TOTAL TRADE TERRITORY:

OTTAWA KIA 0G2

States of Arizona, California (10 southern counties)
and Clark County in Nevada

TRADE OFFICE RESPONSIBLE:
SAN FRANCISCO

TOTAL TRADE TERRITORY:

States of California (except the 10 southern counties),
Colorado, Hawaii, Nevada (except Clark County), Utah
and Wyoming

TRADE OFFICE RESPONSIBLE:
SEATTLE

TOTAL TRADE TERRITORY:

States of Alaska, Idaho, Oregon and Washington



External Affairs
Canada

Affaires extérieures
Canada

15-234-110

FOR FURTHER INFORMATION:

Commercial Division
Canadian Consulate General
510 West Sixth Street
Los Angeles, CA 90014, USA

Tel: (213) 627-9511

Telex: 00674119 (DOMCAN LSA)

Commercial Division
Canadian Consulate General
One Maritime Plaza
Alcoa Building, Suite 1100
Golden Gateway Center
San Francisco, CA 94111, USA

Tel: (415) 981-2670

Telex: 0034321 (DOMCAN SFO)

Commercial Division
Canadian Consulate General
412 Plaza 600
Sixth and Stewart
Seattle, WA 98101, USA

Tel: (206) 223-1777

Telex: 032-8762 (DOMCAN SEA)

U.S. Trade Development Bureau
Department of External Affairs
Ottawa, Ontario
K1A 0H5

Tel: (613) 995-8303

Telex: 053-4124

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I. GENERAL

Area, Geography and Climate

California

Northern California consists of 258,123 km² (99,700 sq. mi.). The nine counties encircling the San Francisco Bay form this area's population centre. Forming one of the world's outstanding harbours, the Bay covers 1,164 km² (450 sq. mi.) and ranges from 4.8 km (3 mi.) to 19.3 km (12 mi.) in width, and up to 77 km (48 mi.) in length.

The 10 counties which comprise southern California cover 152,751 km² (59,000 sq. mi.). Los Angeles, Long Beach and San Diego have large harbours which play major roles in California's international trade.

The 112,088 km² (43,294 sq. mi.) Central Valley in northern California is the state's most predominant geographic feature. Varying in width from 32 to 97 km (20 to 60 mi.) and extending for more than 644 km (400 mi.), this agriculture-rich area has made California the number-one farm state for three decades. Another interesting geographic fact is that California has the highest and lowest points, within only 138 km (85 mi.) of each other, in the conterminous 48 states: Mt. Whitney, 5,418 m (14,494 ft.) high and Death Valley, 86 m (282 ft.) below sea level.

In general, California has one of the most pleasant and livable climates in the world. Los Angeles has a slight edge over the San Francisco Bay area in the number of sunny days. In January, the average temperature for Los Angeles is 13°C (56°F) compared to San Francisco averaging 10°C (50°F). During the summer, Los Angeles has an average of 23°C (78°F) within 32 km (20 mi.) north, east or south of the city.

The light rainy season for northern California begins in October and ends in April, while southern California has a wet season characterized by occasional light rains lasting from November through March.

Arizona

Arizona is the sixth largest state in the United States with a land area of 295,000 km² (113,909 sq. mi.). It is

located in the southwest "Sun Belt" but is also considered to be one of the Rocky Mountain States. The state has three distinct topographic areas — a mountainous area running diagonally through the state from northwest to southeast; the high-plateau region of the northeast; and the desert valleys and low mountain ranges of the southwest. Each of these topographic areas has its own distinct climatic pattern as a variation on the general Arizona characteristic of hot, dry summers and warm, dry winters. The average annual temperature at Phoenix, Arizona's largest city and state capital, is 21°C (70°F). Average annual precipitation in Phoenix is 17.5 cm (7 in.).

Colorado

The State of Colorado has an area of 271,042 km² (104,247 sq. mi.) inhabited by some 2,170,000 people. Although Colorado is generally thought of as being primarily mountainous, half of its territory consists of very productive plains. This geography provides picturesque beauty combined with a moderate climate. The state is currently one of the fastest-growing, both economically and in population. Denver, the capital, is home for 553,435 people.

Utah

Utah is a state of contrast, ranging from desert plains to the glory of the Rocky Mountains. Its population of 1,307,000 lives mainly along the "Wasatch Front". Utah covers an area of 220,776 km² (84,914 sq. mi.) where one may find some of the most beautiful natural parks in the country. Salt Lake City is the capital and major urban centre.

Nevada

Known as the number-one entertainment state of the Union, which has made it a favourite holiday destination for many Canadians, Nevada covers an area of 266,931 km² (102,666 sq. mi.). The state is located in the most arid part of the United States and has a population of 800,000, most of whom live in the main urban areas of Las Vegas, Reno and the capital, Carson City. Clark County in the south boasts almost 60 per cent of Nevada's population and 75 per cent of the state's gaming volume but accounts for only 25 per cent of Nevada's industrial production.

Wyoming

Wyoming is populated by some 406,000 people out of which 40,914 live in Cheyenne, the state capital, and 50,900 in Casper, the energy boomtown. The diversity of its geography attracts tourists all year round as it combines the majesty of the Rockies with the serenity of the plains, where oil rigs and cattle cohabit in harmony. The state covers an area of 253,597 km² (97,194 sq.mi.) in the heart of the American midwest.

Hawaii

Hawaii is located about mid-Pacific, 3,682 km (2,400 mi.) from California, its nearest neighbour. The state forms a chain that consists of eight major islands (seven are populated) and 124 minor islands. The total area of Hawaii is 16,699 km² (6,450 sq. mi.). Thus, it is unique in geographic location and economic make-up. Occupying such a position, it has become the crossroads of the Pacific.

The islands are actually the visible peaks of huge volcanic mountains. Mauna Kea 4,204 m (13,796 ft.) above sea level and Mauna Loa 4,169 m (13,677 ft.) above sea level, the most dominant peaks, are also located on the largest island of "Hawaii".

With a temperature range that seldom falls below 18°C (65°F) or seldom exceeds 29°C (85°F), tremendous outdoor activity and an informal lifestyle are the norm. Rainfall varies considerably, with an average at Honolulu of 56 cm (22 in.) annually, yet an annual average of 398 cm (137 in.) at Hilo. In addition there are cooling tradewinds about 90 per cent of the time.

Washington

The picturesque coastal State of Washington has an area of 176,549 km² (68,192 sq. mi.) making it 20th in size among the states. The Cascade Mountain Range divides the state into two distinct regions. Most of the population is located in the western region on the shores of Puget Sound. The Puget Sound region is bordered on the west by the Olympic Range and on the east by the Cascades. Vegetation is abundant and many varieties of trees (especially firs) grow to spectacular heights due to the rainfall and temperate (marine, west-coast) climate. Puget Sound, a large body of water dotted with many islands, and natural deep-port locations, provides direct access to the

Pacific Ocean from the major ports of Seattle and Tacoma. These two cities are also the largest urban centres in Washington State. The second region, located east of the Cascades, consists of a semi-arid plateau where dry farming (grains) dominates the large agri-business economy of eastern Washington.

The State of Washington has two climates. In the Puget Sound area, west of the Cascade Range, the climate is mild, characterized by plentiful rainfall (but little snow) and many days with overcast skies. On the east side of the mountains it is more continental, with hot, dry summers and cold, dry winters.

Idaho

Idaho is an L-shaped state covering 216,413 km² (83,557 sq. mi.) of timbered mountains and sweeping plains. Idaho's topography changes from forested mountains in the north, to prairies and deep canyons in the central area, to river plains in the south.

The generally mild winters and hot summers provide ideal conditions for a strong agricultural base. Mining is the second most important economic activity.

Oregon

The State of Oregon, located directly to the south of Washington, has an area of 251,083 km² (96,981 sq. mi.), making it the 10th state in size. It, too, is divided into two geographical areas by the Cascade Mountains. As in Washington, most of the population resides in the western region, often referred to as the Willamette Valley area. Densely forested with coniferous trees, many parts of this valley have direct access to the Pacific Ocean by way of the Willamette and Columbia Rivers. Portland, the largest city in Oregon, is also an important ocean port located on the Willamette River. The second region, east of the Cascades, is a semi-arid area, very similar to eastern Washington.

Climatic conditions in Oregon are similar to those in Washington except that temperatures are slightly warmer in Oregon.

Alaska

Alaska has an area of 1,518,221 km² (586,412 sq. mi.) making it the largest state in the U.S.; however, it has the smallest population. The lower part of the state, known as the Panhandle, runs along the coast be-

tween British Columbia and the Pacific Ocean. It is a very mountainous area covered with forests. The lower part of the mainland region consists of valleys and plateaus and it is here that much of Alaska's activity is centred. The central part of Alaska is occupied by various chains of rugged mountains, one of which includes the highest peak in North America, Mount McKinley, 6,198 m (20,334 ft.). This state has some 8,878 km (5,517 mi.) of coastline and reaches across four different time zones.

The State of Alaska has a wide range of climates due to its large area. Around the largest city, Anchorage, the climate is similar to that of Montréal. Fairbanks has a climate similar to that in the Winnipeg area and, Juneau, located in the Panhandle, has a climate similar to that of Vancouver, with up to 400 cm (157.5 in.) of rain annually.

U.S. Federal Public Legal Holidays*

New Year's Day — *January 1*

Washington's Birthday — *February, third Monday*

Memorial Day — *May, last Monday*

Independence Day — *July 4*

Labor Day — *September, first Monday*

Columbus Day — *October, second Monday*

Veterans Day — *November 11*

Thanksgiving Day — *November, fourth Thursday*

Christmas Day — *December 25*

*You should check with the Canadian Consulate General regarding any local public holidays, which might affect your visit plans.

The Canadian Consulate General observes a total of 11 statutory holidays made up of some American and some Canadian holidays.

Local Time

California, Nevada, Washington, Oregon and northern Idaho operate under the Pacific Time Zone. Arizona and Idaho (except for the corridor between Montana and Washington) are on Mountain Standard Time (MST). Daylight Saving Time is observed commencing at 2:00 a.m. on the last Sunday in April and ending at 2:00 a.m. the last Sunday in October.

Alaska and Hawaii operate under the Hawaii-Alaska Time Zone which is three hours behind the Pacific Time Zone. Hawaii has exercised its option to forego the time change to Daylight Saving Time.

Weights and Measures

The U.S. measures that differ from those used in Canada and metric equivalents are:

1 U.S. pint	16 fluid ounces	473.1 millilitres
1 U.S. quart	32 fluid ounces	946.2 millilitres
1 U.S. gallon	128 fluid ounces	3.8 litres
1 imperial gallon	1.2 U.S. gallons	4.5 litres

Electricity for domestic use is supplied at 115 volts, 60 cycles AC.

II. ECONOMY AND INDUSTRY

Los Angeles Post Territory

Overview

The Commercial Division of the Canadian Consulate General in Los Angeles covers the 10 southern counties of California, Arizona and Clark County, Nevada. This territory comprises what could be called the southwest corner of the American "Sun Belt." A notable feature of the "Sun Belt" is the inflow of new manufacturing business, particularly in high-technology areas. Of course Southern California has experienced this movement for some time and, as a result, boasts an industry base which is both large and heavily concentrated in the aerospace and electronics sectors.

Other areas in the post territory have become objects of attention for new business more recently, possibly in response to California's skyrocketing housing costs and intense competition for skilled workers. The metro areas of Phoenix, Tucson and Las Vegas have become popular industrial addresses in recent years. Phoenix, in particular, has become an electronics manufacturing centre that in the future is expected to rival the Boston and San Francisco areas.

The post territory has a total population of approximately 26 million, a larger consumer market than that of Canada. Compared to consumers in the rest of the United States, those in the southwest could be described as affluent, well educated, highly receptive to new styles and trends, and highly recreation/leisure-oriented.

California — Northern and Southern Halves

General

Although not "recession-proof", California's highly diversified industrial and agricultural economic base reduces the adverse effects of any economic reces-

sion. Heavy mechanization of industry and agriculture provides many opportunities for high-technology products from Canada. The state's large population, which almost equals Canada's total, results in an enormous consumer-products market.

Agriculture

California has led all other states in agricultural output for the past 30 years. Gross farm income now exceeds \$(US)18 billion annually derived from more than 250 commercially grown crops and livestock products. Farms are large and highly mechanized.

The Imperial Valley is Southern California's main agricultural area, ranked second behind the Central Valley of Northern California, which accounts for 55 per cent of the state's agricultural output.

Food Processing

With the size of California's agricultural industry, it is understandable that food processing is also a leading industry. In fact, food processing is the leading manufacturing activity in the San Francisco Bay Area and the Central Valley. A large industry (ranked number three) exists in Southern California.

Mineral Production

California is a net importer of oil and natural gas but has considerable production capacity in both areas. The central and southern areas of the state account for 75 per cent of the state's production of these products. Other important minerals mined are boron, sand, gravel, iron ore and stone. Salt and sulphur are produced in the San Francisco Bay Area.

Tourism

Tourism is recognized as a major industry in California. Geographic diversity and an excellent climate, as well as numerous man-made attractions, draw vacationing and convention-bound tourists from throughout the world. Approximately 8 million visitors enjoy California's offerings annually.

Film and Television Production

According to a recent study on California's feature movie, television production and production of commercials, total direct spending on production in these three categories amounts to \$(US)841 million. Produc-

tion of television programs costs \$(US)135 million, while commercials cost about \$(US)75 million. The study went on to assess the total direct-plus-indirect magnitude of the industry, using a "long-term multiplier." Production costs in the three categories together when multiplied by this factor, show an economic impact of nearly \$(US)4 billion per year.

Aerospace

Southern California is in the heart of the nation's booming aerospace industry, a factor which has helped insulate the local economy from the recessionary trends of the past few years. The National Aeronautics and Space Administration directs half of its expenditures to California. In addition to the locally active airframe manufacturers (including Douglas, Northrop, Lockheed, General Dynamics and Rockwell), Boeing and Grumman are heavily dependent upon local suppliers for a wide variety of items, from fasteners to radar systems. While the market for civil aircraft is slumping, the outlook for military aircraft is excellent. The combination of the Canada-U.S. Defence Production Sharing Agreement and offset obligations resulting from Canadian Armed Forces procurements, presents a significant opportunity for qualified suppliers of high-precision, mechanical, electrical and electronic components and assemblies. The State of California receives about 20 per cent of the total U.S. defence procurement dollar and about one-third of all research and development contracts.

Electronics Industry

The electronics industry has experienced a tremendous boom in the Los Angeles, Orange and San Diego counties, growing at a compound annual rate of approximately 10 per cent over the past several years and becoming the number-one industry. In the northern half of the state, the location of Silicon Valley, it is ranked number two.

With the development of new, more sophisticated electronic systems, these markets are expected to change significantly over this decade. It is anticipated that the growth markets will be medicine, banking, satellite communications networks and consumer electronics. Expansion will also be felt in the areas of computers/communications and software technology. An even more rapid growth is predicted in the semi-

conductor industry, specifically in the integrated circuits area.

Arizona

General

Manufacturing, tourism, mining and agriculture are the major sources of income in Arizona. In 1980, state manufacturing output, on a value-added basis, was approximately \$(US)5.6 billion. Expenditure on tourism and travel followed at \$(US)4.7 billion (est.) while figures for the value of mineral and agricultural production were \$(US)2.4 billion and \$(US)1.9 billion respectively. During the 1970s the state population grew at a rate four times higher than the national average. Major factors have been the addition of high-technology manufacturing operations as well as the state's popularity as a retirement centre.

It is safe to assume that the attractive aspects of Arizona's "Sun Belt" climate will continue to provide substantial impetus to growth of the state economy for some time.

Manufacturing

An obvious feature of Arizona's economic landscape is the growth in the electronics sector. It is estimated that electronics firms in the Phoenix area now employ 45,000 people and generate sales of \$(US)2.7 billion a year. Industry experts feel that Phoenix will become an overall electronics hub, as important as the San Francisco Bay or Boston areas, as early as 1985 or 1990. Major manufacturers in Phoenix include Motorola, Honeywell, I.T.T., Digital Equipment Corporation, Intel, Siemens and Sperry.

Mining

Copper is the major mineral resource in the State of Arizona, accounting for about 80 per cent of the total value of mineral production. Arizona accounts for over 65 per cent of U.S. copper production.

Substantial increases in world copper prices, in later 1978 and early 1979, prompted the reactivation of idle mines and the initiation of new projects. As a result, 1979 copper production was 56 per cent higher than in 1978.

Agriculture

On a production-value basis, Arizona's agriculture divides evenly between crops and livestock. Cotton is the principal crop while citrus fruits, grains, forage crops and vegetables are also significant. Cattle raising and feeding are the dominant features of the livestock sector.

Tourism

By virtue of its warm, dry winters, Arizona attracts large numbers of people, including many Canadians, seeking relief from colder weather to the north. Many reside in Arizona for more than half the year, adding significantly to tourism-generated income.

Nevada (Clark County)

Clark County (i.e. the City of Las Vegas) is well known for entertainment. Partly due to this attraction, Las Vegas has become one of the most important convention and exhibition centres in the U.S. Many important national trade shows take place in Las Vegas every year. The city and its adjoining suburbs have also become more aggressive in attracting new industries with some success.

San Francisco Post Territory

(for California, see preceding section: California — Northern and Southern Halves)

Hawaii

To understand Hawaii's economy, one must understand its delightful climate and natural beauty, isolation, militant unionism and especially, its strategic location. It is the U.S. military's "door to the Pacific".

Industry

The major industry on the islands is the Federal Government, particularly in the form of defence expenditures. Tourism ranks second with around 4 million tourists annually enjoying the sun, sand and sea. Manufacturing is limited, although growing in importance, with current emphasis on food processing and consumer items.

Agriculture

Many small farms produce a wide variety of vegetables, melons and fruits. Probably most notable of these are papayas, macadamia nuts and coffee. Sugar cane and pineapple are the mainstay crops and also generate the single largest amount of manufacturing because of various processing operations.

Rocky Mountain States (Colorado, Wyoming and Utah)

General

The Rocky Mountain States are experiencing an economic boom led by strong energy exploration, the mining industry, farming and an increasingly important electronics industry.

Agriculture

Agriculture remains an extremely important industry for the three Rocky Mountain States, as the requirement for U.S. farm products grows, both domestically and abroad. This provides for strengthening and extension of agricultural production through the 1980s. Livestock continues to be predominant although crops have made important gains over the last several years.

Energy

The number of energy-related economic activities has increased tremendously over the last five years and has changed the face of the economic infrastructure in Wyoming, Colorado and Utah. As an indicator of the importance of this factor, the number of energy resources, exploration, development and research companies with offices in Denver has grown from 350 to more than 1,000, over the past five years. Employment in energy-related sectors began to grow significantly after the oil embargo of 1973-74 and jumped again when the Middle East countries adopted an official oil-pricing policy for the Organization of Petroleum Exporting Countries (OPEC). Oil shale in Colorado, and conventional oil and gas in Utah and Wyoming, provide an excellent base for economic development.

Manufacturing

Manufacturing has played an important role in Utah and Colorado for the past 15 years and is quickly developing in Wyoming. The structure of this industry has changed greatly, evolving more and more towards sophisticated sectors like military/space equipment, electronics and pharmaceuticals. Food processing, apparel, rubber and plastic products have been affected by the current recession.

Mineral Production

Several important mineral deposits, such as molybdenum, tungsten, gold, silver, coal and iron ore, are being mined in the Rocky Mountain States, constituting another major asset of this area of the country. Coal and non-metal mining employment is projected to grow over the next few years as the demand for Utah's, Colorado's and Wyoming's high-quality coal, with a low sulphur content, will increase for use in generating electricity.

Seattle Post Territory

Overview

The overall economy of the Pacific Northwest (Washington, Oregon, Idaho and Alaska) has generally reflected the recession in the United States, although with less severity overall. The forest industry experienced declines in lumber and plywood and is unlikely to return to normal before interest rates fall. Agriculture (grains, potatoes and fruit) has enjoyed several good years.

The diversification of the employment base in secondary manufacturing has been the one bright spot in the territory. While the Boeing Company's local employment level has swollen to 80,000, its relative position has declined. The strength has come from the electronics sector, road and rail transportation equipment, construction equipment, marine industries (commercial and recreational) and food processing.

Prospects for the region look bright for the future with strong growth predicted in a number of industrial sectors.

Washington and Oregon

Forest Products

The forest industry is the leading source of employment in Washington and Oregon. The lumber and plywood sectors react sharply to activity in the national housing industry. Production of pulp and paper, which utilizes about 8 per cent of the states' log production, plus chips and other waste, closely follows fluctuations of the U.S. gross national product.

Transportation

This sector is led by the Boeing Company, the world's largest manufacturer of commercial jets as well as the producer of marine hydrofoils and advanced spacecraft and missiles.

The two states are also the home of companies building Class 7 and 8 trucks (heavy-duty trucks), railway-rolling stock, ships (military, commercial, fishing), forklifts, other construction machinery and off-highway mining equipment.

Agriculture and Food Processing

Agriculture and food processing constitute the most important elements of the Washington-Oregon industrial base. Wheat is the main cash crop, but fruits and vegetables are produced in significant quantities.

Food processing has provided an added dimension to the employment base in such diverse products as frozen and canned vegetables and fruit, wheat flour, fruit drinks, canned fish, etc.

Machinery

The machinery industry in Washington and Oregon consists primarily of forest-related products, but also includes construction, mining and specialized capital equipment.

Because of the large dry-land farming sector, the demand for agriculture machinery is consistently high.

Electronics

For the past few years this has been the region's number-one growth industry, employing approximately 45,000 in the four-state Pacific Northwest. The early growth of local companies (Tektronix, Sundstrand,

Data Control, Eldec, etc.) has now been augmented by migration from the Silicon Valley (Hewlett-Packard, Wacker Siltronic, S.E.H. America, etc.).

Idaho

Agriculture and Food Processing

Idaho is the largest potato-producing state in the nation and the home of Ore-Ida frozen potatoes. Dry-land farming is also of importance to Idaho's economy.

Mining Industry

Higher prices for silver and gold have stimulated mining. Several new mining properties for both precious and base metals are undergoing initial development and long-range potential is good.

Alaska

Resource Industries

The construction activity of the mid-1970s on the Alaskan Oil Pipeline and the resulting growth in that sector has kept the Alaskan economy relatively stable. The gas pipeline promises to give the state another "shot-in-the-arm" with the added benefit of plants for further processing of the natural gas.

Fishing

Alaska's traditional reliance on salmon and crab is being broken down by shrinking markets for these products and the potential for groundfish in the U.S. and offshore markets.

III. SELLING TO THE WESTERN STATES

Despite already substantial sales of Canadian goods, tremendous additional potential exists for new Canadian exporters and new Canadian products. U.S. buyers are interested in almost any item that can compete in quality, distinctiveness and laid-down price. Many existing U.S. supply sources are more distant than potentially competitive ones in Canada.

The Canadian Image

Canadian suppliers can take advantage of the fact that many U.S. firms do not regard Canadian products as "foreign", and thus buy and invoice Canadian goods through domestic purchasing departments. Proximity to the market, coupled with personal and corporate connections, can help Canadians compete successfully where transportation costs and delivery times are concerned, and make it possible for them to sell on the same basis as their U.S. rivals. Canadian competitors must, nonetheless, extend full marketing efforts in order to secure acceptance of their wares on the basis of design and quality.

For California, proximity to Canada, personal and corporate connections, and a high number of Canadians and former Canadians living in the area, result in receptivity and a willingness to buy Canadian products on the same basis as from domestic U.S. sources.

Because of the proximity of Canada to Alaska, Washington and Oregon, climate similarities, common industries and for other historical and geographical reasons, there is a relaxed friendliness towards Canadians in the Pacific Northwest. In addition many Canadians have taken up residence in this area, so the store of goodwill is considerable. As a result Canadians and Canadian products are generally welcome. Furthermore, the irritants which inevitably occur in Canada-U.S. relations are better understood by the average citizen here than in many other parts of the U.S., and are less likely to have an effect on daily commercial activity.

Alaskans and Canadians, sharing common boundaries and geography, have evolved a kinship that makes for a pleasant business trip. Joint energy concerns are being examined and the Alaskan press is aware of, and vocal on, these issues.

Canadians are an important part of tourism in Hawaii, ranking behind mainland U.S. citizens (60 per cent) and the Japanese (16 per cent) as the third largest market for tourists. In 1981, Canadian tourism represented 7 per cent of the 3.8 million visitors staying overnight or longer in Hawaii..

Before selling in the United States, Canadian companies should be prepared to:

- 1) pursue business on a continuing basis;
- 2) take greater pains to make a favourable first impression than they would in the Canadian context;
- 3) quote, deliver and follow up aggressively in order to overcome U.S. competitors.

The Initial Approach

The best introduction is by personal visit. A representative or distributor may be appointed later but, initially, large-volume buyers prefer to meet their prospective suppliers face to face. It is important to make a complete presentation on the first call. Your proposal should include literature, specifications, samples if possible and all the price, delivery and quality-control information a buyer will need to evaluate your capabilities against his current sources. Many buyers keep up-to-date records on their suppliers. You will enhance the impression you make on your first visit by providing a résumé including the following:

- vendor's name, address and telephone number;
- name, address and telephone of local representative if applicable;
- date established;
- size of plant;
- number of employees;
- principal products;
- location of plant(s);
- description of production facilities equipment;
- description of quality-control facilities and procedures;
- transportation facilities;
- approximate yearly sales volume;

- list of representative customers;
- financial and credit rating.

We suggest, however, that before you visit this territory, you write to the Canadian Consulate General responsible for the state or states of interest to you, to obtain some preliminary information on opportunities existing there. Your letter should contain:

- 1) a summary of your past experience in this market territory;
- 2) the channel of distribution you wish to pursue;
- 3) prices f.o.b. factory but also c.i.f. destination or an American port of entry;
- 4) delivery time scheduling from date of receipt of order;
- 5) the warranty you offer;
- 6) the rate of commission to manufacturer's representative or percentage discount structure for a distributor.

Reciprocal Visits

Many buying organizations survey new vendor's facilities personally before placing continuing business. If they do not visit as a matter of course, it is good sales strategy to invite them.

Following up the Initial Call

United States buyers expect to be called upon more frequently than their Canadian counterparts. That may be as often as every two weeks during some periods of the buying year. Although some Canadian companies may lack a sales force, the problem can be overcome by appointing a manufacturer's representative or selling through brokers, jobbers or distributors, as warranted.

Price Quotations

Quotations should be submitted both on a laid-down basis, buyer's warehouse, factory or an American port of entry; and on an f.o.b. Canadian plant basis exclusive of Canadian sales and excise taxes. *Unless specifically requested otherwise, always quote in U.S. funds.*

The landed price should include transportation charges, U.S. customs duties, if applicable, brokerage fees and insurance. The quotation should compare in format to quotations from United States sources. Buyers cannot be expected to understand customs duties or other matters peculiar to international transactions. This is the sole responsibility of the Canadian exporter and a "cost" of international business.

Canadian exporters may not be granted the same opportunities for renegotiating initial quotations as they have been accustomed to in Canada. This is because U.S. buyers, who often work to tighter purchasing deadlines and target prices, must accept the first bid as final.

The Manufacturer's Representative

American businessmen rely to a greater extent than their Canadian counterparts on the use of commission agents or manufacturer's representatives. The better representatives are highly qualified by education, training and experience. They know their customers and call on them regularly — not only the buyers but also engineering, design and quality-control personnel. The advantages of this technique include economy, closer (sometimes social) contact with buyers and representation close to the seat of possible problems. The Canadian Consulates General keep ongoing files on most manufacturers' representatives operating in their respective market territories and can often make suitable suggestions to Canadian manufacturers.

Delivery

Delivery must be exactly to customers' specifications which you will find are as rigid as any in the world. Many U.S. plants work on inventories as short as one or two days, and could be shut down by a delay of a few hours. Failure to adhere to rigid delivery schedules is one of the surest ways of losing a U.S. client.

IV. CANADIAN EXPORT OPPORTUNITIES

Los Angeles Post Territory

Southern California

Southern California's almost 14 million residents comprise both the most affluent single market in the United States and one of the nation's largest in terms of population. Not only is the market large by any measure, it is fiercely competitive and highly segmented. To do well in this market, a product, be it consumer or industrial, must be competitively priced or have one or more unique features which will make it less affected by price competition.

Transportation costs can make price competition difficult, although not always impossible, for Canadian exporters, particularly those in Eastern Canada. Backing a competitively priced product with a strong marketing effort can, however, bring about sufficient sales volume to justify reducing per-unit profit margins, a lesson which has been learned by many U.S. companies.

Another approach to the market is through product differentiation. Californians are well known for their willingness to pay premiums for products which are out of the ordinary. Several Canadian beers, for example, sell well here at retail prices well above domestic brands. The same concept has been applied by Canadian manufacturers of apparel and accessories, specialty foods, toys, games, recreation equipment and sporting goods. Canadian exports to Southern California in the categories of food, beverages and personal/household goods amounted to approximately \$68 million in 1981.

On the industrial side, Southern California is the most important single market for suppliers to the aerospace industry, both commercial and military. Prime contractors in the area include Lockheed, Douglas Aircraft, Rockwell International and Northrop. Many of the industry's main subcontractors, such as Hughes Aircraft, TRW, Aerospace Corporation, Litton, Garrett Air Research and Parker Berteau, are in this area. In-

creased U.S. military spending, as well as offsets on Canadian purchases, translate to substantial procurement by the aerospace sector for components and sub-systems. Canadian companies interested in going after this business must meet the strict qualifying requirements which are essential prerequisites in selling to aerospace buyers. Canadian exports to California (most of which goes to Southern California) in the aerospace field amounted to more than \$425 million in 1980.

The electronics sector in Southern California has been growing rapidly in recent years and now rivals Northern California's famous Silicon Valley in size. Due to the scope and complexity of the electronics industry, it is difficult to predict specific opportunities. Perhaps the best action for a potential Canadian exporter is to take a firsthand look at the market with the assistance of officers of the Consulate General's Commercial Division. They can provide guidance with regard to market demand for specific products, suggest trade shows and set up contracts with buyers and marketing representatives.

Arizona

In terms of population, the Arizona market is relatively small at 2.7 million and does not enjoy Southern California's affluence. With respect to consumer products, it is often seen as an extension of the Southern California market: many California-based retailers and wholesalers operate in Arizona. However, it is a growth market: the 1980 U.S. Census showed Arizona's overall population growth in the past 10 years to be 52.9 per cent — the second highest in the United States. Population projections based on the 1980 Census data predict that Arizona's population will reach nearly 7 million in the next 40 years. This population growth should form the basis of a steady demand for building materials, housewares, recreational/leisure goods, health care products and personal products.

From an industrial viewpoint, the picture is also one of rapid growth. Manufacturing employment in Arizona increased by 50 per cent in the past decade, compared to the national average of 4 per cent.

Manufacturing is Arizona's largest basic industry and three-fourths of Arizona manufacturing is in durable

goods — electrical and electronics equipment, non-electrical machinery and transportation equipment. Manufacturers in these industries are large-scale buyers of components and sub-systems. Of particular interest to Canadian exporters are Arizona's rapidly growing electronics and aerospace sectors. For example, Honeywell's Information Systems Division in Phoenix, which manufactures mainframe computers, has an annual outside-procurement requirement of over \$(US)80 million. In addition, this division often establishes buying connections for other Honeywell Divisions elsewhere in the United States. Garrett AiResearch, Motorola, Hughes Aircraft, IBM and Sperry Flight Systems all have major facilities in Arizona. Canadian exporters who feel they can be competitive on a price-and-delivery basis in the electronics and aerospace sectors, would be well advised to take a look at Arizona when establishing their marketing plans.

Arizona is the nation's largest copper producer with about 60 per cent of U.S. annual output. Fluctuations in the international price of copper determine the level of mining-company purchases but in the long term, Arizona should be considered a potential market for Canadian mining equipment.

San Francisco Post Territory

Northern California

With a diverse industrial base and a large cosmopolitan population in a small geographic area, marketing opportunities in Northern California are numerous. Major industries — agriculture, food processing and packaging, electronics, machinery production, etc. — offer significant opportunities for both fully-processed products and components.

Though a prime agricultural area, the cosmopolitan nature of Northern California has proved this area to be a tremendous market for imported food items, especially ethnic foods. Additionally, Canadian farm-machinery manufacturers recognize the potential for sales to this area. The California Farm Equipment Show (Tulare, February of each year) regularly draws more than 110,000 farmers, dealers, distributors and farm families every year. Canadian participation in this show is handled by the Consulate General in San Francisco.

Canadian apparel has been favourably received throughout the state. However, differing climatic conditions dictate types of apparel sold. Leather goods have been strong sellers in this affluent area.

Recreational equipment of all sorts will find a ready market because of the mild year-round climatic conditions.

Hawaii

About 80 per cent of commodities consumed in Hawaii are imported, with 85 per cent from mainland U.S. Japan accounts for the largest share of foreign trade with Hawaii, while Canadian exports account for approximately 3 per cent.

The most significant imports are lumber, steel, automobiles, appliances, machinery, clothing and food. Canada produces numerous qualities and varieties of all of these goods and ought to vigorously take advantage of the market potential that does indeed exist. In addition, such things as building materials, toys, books, furniture, feed and fertilizer are also imported in abundance.

Few things Hawaii consumes are entirely produced in the islands. Even when they are, generally the raw or semi-finished materials that go into them are imported.

Rocky Mountain States (Colorado, Wyoming and Utah)

Colorado, Wyoming and Utah form one of the fastest growing regions of the country, mainly because of their tremendously diversified energy resources. Recent estimates indicate that 55 per cent of the nation's coal reserves, 90 per cent of its uranium ore and 97 per cent of rich oil shale deposits, lie within the Rocky Mountain Region. The prosperity of those states provides wonderful opportunities for Canadian exports, especially because of the strong oil and gas business ties with Western Canada. Potential for increased Canadian exports to the Rocky Mountain area has been identified primarily in the following sectors: equipment and supplies for the oil and gas fields, mining equipment, transportation equipment, specialty food items, agricultural equipment, pre-fab housing and building materials, electronics components, contract furniture and outerwear apparel.

One must realize that the similarities between the Canadian and the Rocky Mountain States' climates constitute a definite advantage for Canadian exporters.

Seattle Post Territory

The Pacific Northwest market holds limitless opportunities for Canadian exporters prepared to devote the time, effort and money to take advantage of one of the healthiest economic regions in the United States.

The Seattle Consulate General has identified the following sectors as offering the highest potential in the near future.

Agricultural Machinery and Equipment

In 1981 the region imported more than \$34 million of agricultural machinery and equipment from Canada. Recent good harvests combined with the harsh effects of Mount St. Helen's ash on agricultural equipment, point to a heavy demand for new equipment over the next few years.

Commercial Fishing Equipment

The boom of 1978 and 1979 was replaced by a recession in 1980 but this should be temporary as the fishing industry (boats, processors and marketers) adjusts to the 200-mile limit and the potential in bottomfish. Seattle is the centre for the Alaska fishing industry as well as for the Pacific Northwest.

Fish Expo is held every second year in Seattle and is the largest exhibition of its kind in the world. In addition there are regional shows (ComFish Mart and Fish-tec) that offer annual opportunities to display ship-board and processing equipment.

Forestry Machinery and Equipment

Despite the effects of the recession on the forest industry, the Pacific Northwest will continue to rely on this sector as a major source of employment and earnings. The similarity of resources and terrain provides a good market for Canadian products.

Two major exhibitions in Eugene (annually) and Portland (every four years) are well attended by manufacturers, dealers and end-users.

Building Products

The Seattle Consulate General has held two solo building products shows (in 1979 and 1980) and has participated in the Pacific North West Construction Expo in March 1982. These activities have helped to tap a growing and very receptive market for Canadian products. Local shows in Portland and Seattle are available for promotions. This market offers excellent long-term potential pending the improvement in the housing market.

Contract Furniture

Commercial construction in the Pacific Northwest (particularly in Seattle and Portland) has enjoyed several boom years and should continue in this trend for a few more. Significant opportunities exist for Canadian manufacturers of desks, chairs and systems work stations (open-landscaped acoustical systems).

Food Products

The Northwest Food Dealers Association holds an annual convention well attended by its membership. Official Canadian participation in this exhibition, plus other promotions sponsored by the Consulate, have provided a solid base for Canadian firms seeking markets in the area.

Defence Products

General

Access to the U.S. defence equipment market is facilitated by the Canada-U.S. Defence Development and Defence Production Sharing Arrangements under the terms of which Canadian defence equipment can be imported to the U.S. free of duty and without the application of "Buy America" restrictions. Local buyers will therefore evaluate Canadian firms on the same price-quality-delivery formula used for their U.S. suppliers.

Canadian firms can enter this market by:

- (a) bidding on prime contracts issued by various Department of Defense procurement agencies or through solicitations received from them by the Canadian Commercial Corporation (CCC); and

(b) selling to U.S. companies awarded prime contracts; the Trade Commissioner responsible for defence can provide information on bidding procedures, and assistance in identifying potential companies. Also detailed information on Department of Defense procurement procedures can be found in the following publications which can be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402: "Selling to the Military", stock no. 008-000-00345-9 and "Doing Business with the Department of Defense — a Guide to Foreign Firms". Information on marketing to the U.S. Department of Defense, to U.S. defence contractors and on the Canada-United States Defence Sharing Arrangements can be obtained from:

Director, U.S. Division
Defence Programs Bureau (DDU)
Department of External Affairs
Ottawa, Ontario
K1A 0H5

As mentioned above, the CCC receives bid packages from the procuring military agencies, and, thus, suppliers should establish contact with the CCC to obtain information on such opportunities. Suppliers can receive bid packages directly from the agencies if they have registered with them. The responses to direct solicitations, however, must normally be submitted through the CCC.

Market Overview — The Western States

The western United States' high-technology industry sector provides the capable and committed Canadian manufacturer or subcontractor with a strong and dynamic market in almost all areas of technical expertise. The much noted intensification of the national will in terms of military preparedness, coupled with spectacular growth in electronics and microelectronics applications, assures continued opportunities for alert suppliers in a broad range of products and technical skills. While the change of pace may be daunting to many would-be sellers, both foreign and domestic, it does permit a less congested market entry to the company possessing a quality product; indeed, the intense quality and price competition evident in this industry sector assures an enthusiastic hearing for the bearer of a better mousetrap.

California

The very large and sophisticated industrial base in California requires a certain compartmentalizing to properly focus on relevant business sectors. As an individual economic entity, the state's equivalent GNP would rank it ninth in the world. In very broad terms, the aerospace, airframe and powerplant companies are located in the southern portion of the state, while the space communications and electronics firms tend to be found in the northern portion.

California receives approximately one-fifth of the total defence procurement dollars, one-third of the expenditures for research and development, and about half of NASA expenditures. Of \$98.7 billion of prime DOD contracts awarded in the fiscal year 1981, California received \$16.23 billion, or 16.8 per cent of the total — \$4.88 billion from the Air Force (19.4 per cent of a total \$25.27 billion); \$6.17 billion from the Navy (22.6 per cent of a total \$27.41 billion); \$3.57 billion from the Army (19.8 per cent of the total \$18.1 billion); \$1.63 billion from the Defense Logistics Agency (12 per cent of a total \$13.18 billion); \$380 million from other sources. California's share of military and space contracts is approximately 22 per cent. Approximately 75 per cent of the above defence-contracting activity is concentrated in six Southern California counties.

Los Angeles Post Territory

The defence market in the Los Angeles post territory, counting prime contracts, was about \$13 billion for 1981. (There are no published figures to indicate how much this figure is increased when subcontract dollars into Southern California are added, and those going out subtracted).

The defence and defence-related industries in Southern California and Arizona are expected to boom starting in mid-1982. Forecasts indicate a prime-contract market of \$15 billion for the L.A. post territory in 1982. Adding to this major subcontract activity entering the area via the corporate chain, where headquarters are located outside California, the total defence market (including space) is estimated at \$20 billion. A 25-per cent increase is forecast for 1983. Even allowing for Congressional trimming, the thinking is that the big-ticket items involving California defence firms will be

largely untouched. Of the prime-contract awards made to the top 18 defence contractors in 1982, \$6.7 billion went to Lockheed, Hughes and Litton, and \$13.8 billion went to the California divisions of McDonnell Douglas, General Dynamics, Rockwell and FMC.

The above indicates that this area offers a major opportunity for Canadian firms in the defence production area. This may well be the opportunity of the decade, requiring fast action and tenacious follow-up. Some of the major programs and firms involved are: Rockwell International (\$40-billion BIB program); Hughes Aircraft (\$6-billion AMRAAM program); General Dynamics Convair Division (\$12.5-billion Cruise Missile program); Hughes Helicopters, Inc. (\$6-billion Attack Helicopter program); McDonnell Douglas/Northrop (\$5-billion in 1982-83 F/A-18 Fighter Aircraft program); Douglas Aircraft Company (several billion dollars KC-10A Tanker/Cargo Aircraft program); Ford Aerospace (several billion dollars DIVADS Gun).

San Francisco Post Territory

In the San Francisco region, the most prominent area of defence-product activity is centered around the Santa Clara County some 80 km (50 mi.) south of San Francisco, commonly referred to as "Silicon Valley". This area hosts the densest concentration of high-technology companies in the world, and is the source of about one-third of all semiconductors produced in the U.S. as well as approximately one-fourth of all U.S.-produced guided missiles and space vehicles. While defence-related activity prevails in most of the systems-oriented companies, it accounts for only about 7 per cent of sales by the semiconductor manufacturers. Suppliers qualified to commercial specs are therefore eligible to compete on a significant portion of the area's service and material requirements, particularly with regards to materials, techniques, or process-control equipment serving the semiconductor industry. A glance at some of the more conspicuous companies in the region reveals the heavy emphasis on leading-edge technology found here: Ford Aerospace and Communications, Lockheed Missiles and Space Company, Intel, Hewlett-Packard, IBM, National Semiconductor, FMC - Ordnance Division; it should, however, also be noted that the industry support base co-located here often provides less exotic require-

ments and should be addressed in attempting to fully exploit the market.

With the density of the high-technology companies in the Silicon Valley nearing the saturation point, "satellite" production areas are emerging. Sacramento promises to be the site of considerable branching, with approximately 17 companies committed to opening new plants there as of this writing, and an even more vigorous growth area is already evident in Colorado Springs, at the easternmost stretch of the San Francisco post territory.

The range of industry activity in Colorado has traditionally been centered around the energy and mining sectors, supplementing the primary base in agriculture. The Colorado Springs area, however, has recently established itself as a major branch facility area with the establishment of 14 major plants which, significantly, generally act autonomously in their procurement activities. Continued growth in the industry and attractive industrial conditions in the area suggest that development will continue, spurred on by the establishment of the new USAF Space Operations Center there in 1982. As a footnote, the relatively recent emergence of this region as an important one in the industry has spawned moderate local shortfalls in support industry capacity — shortfalls that have enabled alert new-entry suppliers to effectively penetrate the market. Major companies with facilities here include Hewlett-Packard (four plants), TRW Electronics (two plants), Digital Equipment Corp., Kaman Sciences Corp, Inmos Corp., Rolm Corp., and nearby, Martin Marietta Aerospace Systems Division (Denver), Ball Aerospace (Boulder) and Storage Technology Corp. (Louisville).

Another site of branch activity, though on a reduced scale, is Salt Lake City, Utah. Recent attempts to identify and exploit deposits of coal and commercial ores provide the focus of most of the State's industrial expansion, but the electronics sector is also receiving considerable attention. Firms of potential interest to suppliers and subcontractors include: National Semiconductor, Thiokol and Sperry-Defence Systems Division.

Wyoming, Nevada and Hawaii offer relatively limited opportunities for suppliers in the aerospace and electronics sectors. While isolated instances of require-

ments in these areas do appear, the agriculture, energy and minerals extraction industries provide the basis for most commercial activity in Wyoming and Utah. The Hawaii market is limited mostly to tourism and agriculturally-oriented industries, with occasional requirements identified in the areas of marine electronics and military supply.

Government Procurement in the San Francisco Post Territory

Several military supply and logistics centres are located in the San Francisco post area of responsibility, with three being of particular importance. First, the Sacramento Air Logistics Center has primary support responsibility for the F-111 and A-10 aircraft, as well as serving as a primary electronic-systems and components-procurement centre. Next, the Oakland Naval Supply Center is the primary supply centre for the U.S. Navy fleet in the Western Pacific region, with associated agencies located at the Mare Island Naval Facility (California) for nuclear submarine requirements, and the Pearl Harbor Naval Supply Center (Hawaii) for home-port servicing requirements. Third, the Ogden Air Logistics Center (Utah) has responsibility for primary support of the F-4 and F-16 aircraft, as well as specific responsibility for landing-gear component overhaul and supply for most USAF aircrafts. Additional installations with military-procurement activity include the Sacramento Army Depot (specified electronics components and ground communications systems), Rocky Mountain Arsenal (ordnance and ordnance storage equipment) and Sharpe Army Depot (logistics centre for Army common-item supply network).

As with most U.S. military procurement centres, the key to successful participation at these installations is persistent scanning of bid opportunities, establishing your firm on the appropriate bidders' list and/or qualified product listing, and prompt response to all applicable RFPs and RFQs. The San Francisco post can provide you with the necessary applications for each of the appropriate installations and would welcome questions concerning potential sales and contracting opportunities.

Seattle Post Territory

There are five major prime contractors for defence equipment in the Pacific Northwest.

Boeing Aerospace Company (BAC)

The major production contract is the AGM 86B Air-Launched Cruise Missile, an order for up to 3,400 missiles over a seven-year period worth more than \$2 billion.

BAC is currently working in other defence areas: Roland Missile, Inertial Upper-Stage Rocket, MX (basing/transportation systems), Advanced Warning and Control System, military transport aircraft (747 proposal), etc.

The company's strength is in research and development. Currently work is being performed for the U.S. Navy to develop a submarine-launched defensive missile. Success could lead to an extended production contract.

Initial contacts should be made through the Seattle Consulate General for introduction to the relevant division in BAC's Engineering Technology Group.

Paccar, Inc. — Defence Systems

Paccar's military capabilities range from vehicles for artillery, amphibious forces, mechanized infantry and combat engineers to rocket launchers, wet-and-dry bridging systems and weapon systems.

The company is currently working on the following:

- (i) Future Close Combat Vehicle System
- (ii) Infantry Fighting Vehicle
- (iii) Cavalry Fighting Vehicle
- (iv) M9 Armored Engineer Tractor
- (v) Mobile Protected Weapon System/Gun.

Todd Pacific Shipyards Corp.

After many years of buoyant sales to the U.S. Navy through the FFG-class destroyers, Todd is beginning to feel the effects of the Navy's decision to reduce the requirement from 73 to 52. Repair and conversion programs, together with Todd's excellent reputation as a cost-conscious and quality shipyard, may balance the high labour cost to some degree, but it is evident that Todd needs another large new ship construction program.

Tacoma Boatbuilding Co.

A diversified company, Tacoma looks for an even split between defence and commercial contracts although defence work currently accounts for nearly 70 per cent of the backlog of orders.

The company is building surveillance vessels for the U.S. Navy, T-AGOS class ships and U.S. Coast Guard cutters and chaser vessels.

Lockheed Shipbuilding & Construction Co.

Capitalizing on its strong reputation for delivering ships within budget and ahead of schedule, Lockheed has diversified from purely military to some commercial overhaul work.

Lockheed is currently constructing the LSD's (amphibious landing vessels) for the U.S. Navy and has various military and commercial overhaul contracts.

U.S. Department of Defense (Government Procurement)

There is only one U.S. DOD procurement centre in the area serviced by the Seattle Consulate General. This is the U.S. Navy Puget Sound Ship Repair Yard in Bremerton, Washington. The U.S. Navy's largest ships are sent there for overhaul by the approximately 11,500 workers.

Requests for bids for a wide range of products are sent out according to the Bidder's Mailing List. Canadian suppliers may request application forms directly or through the Consulate General.

All other DOD establishments are local military bases, 90 per cent of whose contract activity is directed towards construction, repair or PX supply.

Checklist for Doing Business in the Western States' High Tech Market

1. Recognizing that circumstances vary, most Canadian participants in the local high-technology marketplace have nonetheless found it necessary to establish a local sales presence in order to be effective and successful. Most often this has been in the form of a manufacturer's representative, but occasionally large sales volume prospects, unique service requirements, and/or incompatible commission structures have war-

ranted establishing a local office. General consideration should be given to just how much of your company's marketing resources you will need to expend.

2. If bidding on products or services requiring military specifications, have your certification process complete and documented prior to active entry into the competition. Prime contractors are not receptive to "in-process" claims when they are facing a short suspense material requirement, which is about 90 per cent of the time.

3. If bidding on a DOD contract directly from one of the military procurement agencies, ensure that your company is registered and current with the Canadian Commercial Corporation (CCC). The CCC acts as the contractual designee for all DOD agency direct contracts in excess of \$10,000. Making certain that your application with the CCC is complete prior to bid award will help in expeditious administration of the contract and the greater likelihood of follow up business.

4. Persistence — the most frequent complaint heard in the field concerns the infrequent contact many firms maintain with the prime contractor, in trying to identify prospective program opportunities. Recognizing that the cost of long-distance marketing can be substantial and perhaps unacceptable, particularly when the prospects for success are somewhat dim, allotting sufficient resources to establish your accessibility is imperative if you hope to be a credible competitor.

5. Make every effort to get established at the very earliest stages of the production development program (this is particularly critical on contracts of DOD origination). Many successful vendors regularly minimize the profit margins on the first runs of a projected long-term program in anticipation of recompensation over the long-run course of the contract through economies of scale and improved production techniques.

6. Finally, use your government trade offices to help identify new market potential or to evaluate current program status on government contracts. The posts can offer a low-cost augmentation to your marketing resources and assist you in determining the form and extent of your entry into the market.

V. CUSTOMS REGULATIONS AND DOCUMENTATION

U.S. Exports to Canada

Enquiries concerning the importation of U.S. products into Canada should be referred to the United States Embassy, 100 Wellington Street, Ottawa or the U.S. Consulate or Consulate General in Vancouver, Calgary, Winnipeg, Toronto, Montréal, Québec, Saint John, Halifax or St. John's.

Canadian Export Documents

Canadian exports to the United States, including returned American merchandise, should be accompanied by Canada Customs export form B-13. Canada Customs normally requires three copies at the time of exportation, one of which is returned to the exporter. It should be noted that Canada Customs have a monthly summary reporting system available to large volume exporters. Further information on the summary reporting system as well as supplies of B-13 forms may be obtained from Canada Customs.

U.S. Customs and Market Access Information

To enjoy success in the United States market, a Canadian exporter requires market access information on Customs documentation, tariff classification, value for duty and rates of duty, as well as on the many other U.S. laws affecting imports such as food and drugs, consumer product safety, environmental protection, etc.

Accordingly, Canadian exporters of products destined for the U.S. are strongly urged to obtain such market access information from:

Tariff Affairs Division
Office of United States Relations (29)
Department of External Affairs
235 Queen Street
Ottawa, Ontario
K1A 0H5

Tel: (613) 996-5471

The Division contacts U.S. Customs and other agencies on behalf of Canadian exporters and, over the years, has developed an in-depth knowledge of the interpretation and implementation of U.S. tariffs and regulations related to access for imports into the U.S. market.

The Division can also provide Canadian exporters with information and assistance regarding: labelling of food, drug, cosmetic and alcohol products; customs penalty assessments; anti-dumping and countervail issues; customs valuation; consumer product safety standards; and other questions related to U.S. market access.

U.S. Customs Tariff Classification, Documentation and Regulations

Request for a Binding Tariff Classification Ruling

The Tariff Affairs Division can obtain a binding tariff classification ruling from the U.S. Customs Service on behalf of a Canadian exporter, for a prospective transaction (i.e. articles which have not yet been exported to the U.S. and are not at present, nor have been previously, under consideration by the U.S. Customs Service). Such ruling is considered "binding" inasmuch as it will be honoured at all U.S. Customs ports of entry and thereby ensures that the exporter will receive uniformity in tariff treatment regardless of which U.S. port of entry is used.

To obtain such ruling, the following information is required and failure to supply all of this information would only result in delays and confusion for the exporter.

- 1) A written request signed by a person who has a direct and demonstrable interest in the question,

and also confirming that the merchandise or subject of the request has not been previously, nor is at present, under consideration by the U.S. Customs Service.

- 2) A full and complete description of the article.
- 3) Indication of the article's chief use in the United States.
- 4) The commercial, common or technical designation of the article.
- 5) Where the article is composed of two or more materials, the relative quantity (by weight and by volume) and the value of each.
- 6) Textile materials and articles should be identified as in (5) and should include the method of construction (such as knit or woven), the fibres present and, if wearing apparel, by whom it is designed to be worn (e.g. child, man or woman).
- 7) Chemical products should be identified by their specifications and chemical analysis and a sample should be submitted for U.S. Customs use.
- 8) Generally, a sample and descriptive literature of the article in question should be submitted. Where a sample is not practicable, a photograph, drawing or other pictorial representation of the article should be submitted.

NOTE:

- a) Samples are not usually returned by U.S. Customs since they properly form part of their file. If return of the sample is desired, it can be requested.
- b) Privileged or confidential information should be clearly marked with an explanation as to why it is considered confidential.

Assistance with a Request for Internal Advice

U.S. Customs regulations provide that questions arising in connection with current or completed transactions should be resolved by means of the *Internal Advice Procedure* at the port where entry was made. A request for internal advice can be filed by either the importer or his customs broker. The U.S. Customs field office will review the request and notify the importer of any points with which they do not agree.

The Tariff Affairs Division can provide valuable assistance and suggestions regarding points of law and pre-

viously established customs practice which may support the importer's request for internal advice.

Submissions to the Tariff Affairs Division should contain:

- 1) copies of *all* documents related to the entry of the merchandise to which the request refers, including those issued by U.S. Customs;
- 2) a statement of *all* facts relative to the transaction and generally following the outline of a request for a binding tariff classification ruling.

The Customs Service may, at its discretion, refuse to consider a request for internal advice if in their opinion there is a clear and definitive Customs precedent which supports their position. If the importer is validly not in agreement with this position he may, within 90 days after liquidation of the entry, file a request with U.S. Customs for a *Protest Review*.

Assistance with a Request for Protest Review

On issues where a request for protest review is to be undertaken, the Tariff Affairs Division can assist the importer and his broker in preparing the request by providing advice and suggestions on what information can be used to support the importer's case.

In order for this assistance to be effective, this Division must be furnished with all information regarding what has taken place. Such information should include the following:

- 1) all information as listed for a binding tariff classification ruling request;
- 2) a copy of the Customs entry under protest; and
- 3) all correspondence (no matter how trivial) between the importer, broker and the U.S. Customs authorities regarding the subject under protest.

In those particular cases where a protest review is to be requested because an importer's request for internal advice is denied by the U.S. Customs Service, as previously outlined, the following additional information should also be submitted to the Tariff Affairs Division:

- a) a copy of the U.S. Customs refusal to consider the Internal Advice Request;

- b) a copy of the Request for Internal Advice including all supporting documents, and information as outlined for a request for internal advice assistance.

Entry at Customs

Goods may be entered for consumption or entered for warehouse at the port of arrival in the United States, or they may be transported in bond to another port of entry and entered there under the same conditions as the port of arrival.

For such transportation in bond to an interior port, an immediate transportation entry (I.T.) must be filled out at the port of arrival by either the consignee, the carrier, the U.S. customhouse broker or any other person having a sufficient interest in the goods for that purpose. In cases where the Canadian exporter assumes responsibility for entering the goods through U.S. Customs, he may find that there are advantages in having shipments entered for consumption at the nearest or most convenient port of arrival. In this way he can remain in close touch with the broker and U.S. Customs at that port of entry. However, where the U.S. purchaser intends making his own entries it may be more convenient to have the goods transported in bond from the port of arrival to the interior port nearest the importer.

Who May Enter Goods

Goods may be entered by the consignee, his authorized employees or his agent. The only agents who can act for importers in customs matters are licensed U.S. customhouse brokers. They prepare and file the necessary customs entries, arrange for payments of duties and release of goods and otherwise represent their principals in customs matters.

Goods may be entered by the consignee named in the bill of lading under which they are shipped or by the holder of a bill of lading properly endorsed by the consignee. When the goods are consigned "to order" they may be entered by the holder of the bill of lading properly endorsed by the consignor. An air waybill may be used for merchandise arriving by air. In most instances, entry is made by a person or firm certified by the carrier to be the owner of the goods for customs purposes. When goods are not imported by a

common carrier, possession of the goods at the time of arrival in the United States is sufficient evidence of the right to make entry.

Entry of goods may be made by a non-resident individual or partnership, or a foreign corporation through an agent or representative of the exporter in the United States, a member of the partnership, or an officer of the corporation. The surety on any customs bond required from a non-resident individual or organization must be incorporated in the United States. In addition, a Canadian corporation in whose name merchandise is entered must have a resident agent authorized to accept service of process in its behalf in the state where the port of entry is located.

In general, to facilitate customs clearance it is advisable to contact a licensed U.S. customhouse broker who will outline the services he can provide, together with particulars on brokerage fees and other related matters.

Documentation

Normally the only documents required when shipping to the United States are a bill of lading or air waybill as well as a special U.S. Customs invoice 5515 and commercial invoice. The use of a typewriter in preparing documents is preferred; in any case, they should be legible.

NOTE: Do not use red ink to fill out documents.

Bill of Lading or Air Waybill

Normally a bill of lading or air waybill for Canadian shipments is required by U.S. Customs authorities. In lieu of the bill of lading or air waybill, the shipping receipt may be accepted if customs is satisfied that no bill of lading or air waybill has been issued. Entry and release of merchandise may be permitted without the bill of lading or air waybill if satisfactory bond is given in a sum equal to one and one-half times the invoice of value of the merchandise. A carrier's certificate or duplicate bill of lading or air waybill may, in certain circumstances, be acceptable.

Invoice

Shipment in excess of \$500 and subject to an ad valorem rate of duty, conditionally free of duty or subject

to duty depending in some manner upon its value, should be accompanied at entry by a U.S. special customs invoice form 5515 and a commercial invoice. However, copies of the commercial invoice are sufficient for shipments with an aggregate value not exceeding \$500, duty-free shipments or shipments of articles subject to specific rates of duty.

Form 5515

U.S. Customs forms 5515 are available free of charge from U.S. consular offices in Canada or can be obtained from commercial stationers. While only one copy is required by U.S. Customs, it is usual to forward three: one for the use of U.S. Customs when the goods are examined, one to accompany the entry and one for the U.S. customhouse broker's file. District directors of U.S. Customs are authorized to waive production of special and commercial invoices if satisfied that the importer, because of conditions beyond his control, cannot furnish a complete and accurate invoice; or that the examination of merchandise, final determination of duties and collection of statistics can properly be made without the production of such an invoice. In these cases, the importer must file the following documents:

- 1) any invoice or invoices received from the seller or shipper;
- 2) a statement pointing out in exact detail any inaccuracies, omissions or other defects in such invoice or invoices;
- 3) a properly executed pro forma invoice;
- 4) any other information required for classification or appraisal or for statistical purposes.

Special information with respect to certain classes of goods is sometimes required when either the customs or commercial invoice does not give sufficient information to permit classification and appraisal.

Packing List

U.S. Customs authorities require three copies of a detailed packing list. This should indicate what is in each box, barrel or package in the shipment. If the shipment is uniformly packed, this can be stated on the invoice indicating how many items are in each container.

Payment of Duties

There is no provision for prepayment of duties in Canada before exportation to the United States but it is feasible for the Canadian exporter to arrange for payment by a U.S. customhouse broker or other agent and thus be able to offer his goods to U.S. buyers at a duty-paid price.

Liability for payment of duty usually becomes fixed at the time an entry for consumption or for warehouse is filed with U.S. Customs. The liability is fixed, but not the amount of duty which is only estimated at the time of the original entry. When the entry is liquidated, the final rate and amount of duty is ascertained. Obligation for payment is upon the person or firm in whose name the entry is filed.

Temporary Free Importation

Certain articles not imported for sale, or for sale on approval, may be admitted into the United States under bond without the payment of duty. Generally, the amount of the bond is double the estimated duties.

Such articles must in most cases be exported within one year from the date of importation. Upon application to the district or port director, this period may be extended for further periods which, when added to the initial one year, are not to exceed a total of three years.

Such articles may include the following:

- articles for repair, alterations or processing (not manufacture)
- models of women's wearing apparel by manufacturers
- articles for use as models by illustrators and photographers solely for illustrating
- samples for order-taking
- articles for examination and reproduction (except photo-engraved printing plates for examination and reproduction)
- motion picture advertising films
- articles for testing, experimental or review purposes (plans, specifications, drawings, blueprints, photographs for use in study or for experimental purposes may be included). In the case of such

articles, satisfactory proof of destruction as a result of the tests with the production of a proper affidavit of destruction will relieve the obligation of exportation

- automobiles, motorcycles, bicycles, airplanes, airships, balloons, boats, racing shells, and similar vehicles, craft and related equipment by non-residents for taking part in races or other specific contests
- locomotives and other railroad equipment for use in clearing obstructions, fighting fires, or making emergency railroad repairs in the United States
- containers for compressed gases and other containers and articles for covering or holding merchandise during transportation and suitable for such re-use
- professional equipment, tools of trade, repair components for equipment or tools admitted under this item, and camping equipment imported by or for non-residents sojourning temporarily in the United States and for use by such non-residents
- articles of special design for temporary use exclusively in the production of articles for export
- animals and poultry for breeding, exhibition, or competition for prizes
- theatrical scenery, properties and apparel for use by arriving proprietors or managers of theatrical exhibitions
- works of art, photographs, philosophical and scientific apparatus brought into the U.S. by professional artists, lecturers or scientists arriving from abroad for use by them in exhibition and promotion of art, science or industry in the United States
- automobiles, automobile chassis, automobile bodies — finished, unfinished or cutaway when intended solely for show purposes. The temporary importation bond in the case of these articles is limited to six months with no right of extension.

Commercial Travellers — Samples

Samples accompanying a commercial traveller may be admitted and entered on the importer's baggage declaration. In such cases, an adequate descriptive list or a U.S. special customs invoice must be provided. The personal bond of the commercial traveller is usually accepted to guarantee the timely exportation of the samples under U.S. customs supervision. Penalty for

failure to export the samples entails loss of the privilege on future trips.

U.S. Anti-Dumping and Countervail Statutes

Due to the complexity of these statutes, exporters are encouraged to contact the Office of United States Relations of the Department of External Affairs for answers to any specific questions.

The U.S. Trade Agreements Act of 1979 was enacted into law on July 26, 1979, and encompasses those changes to the current United States anti-dumping and countervailing duty law necessary for the implementation of the international agreements negotiated in the Multilateral Trade Negotiations (Tokyo round) of the General Agreement of Tariffs and Trade (GATT).

Anti-dumping

If a U.S. company has reason to believe that a product is being sold in the U.S. at a price lower than the price at which it is sold in its home market, an anti-dumping complaint may be filed with the U.S. Commerce Department. The anti-dumping petition must contain information to support the dumping allegations along with evidence of injury suffered by the U.S. industry affected.

A U.S. anti-dumping investigation must be conducted within specified time frames:

- (1) Within 20 days of receipt of an anti-dumping petition, the Secretary of Commerce must decide whether or not to initiate an investigation. If it is determined that a petition does not properly establish the basis on which anti-dumping duties may be imposed, the proceeding is terminated. If the Secretary of Commerce determines that the petition contains sufficient information supporting the allegations, a full-scale investigation is initiated.
- (2) Within 45 days from the date a petition was filed, the International Trade Commission (ITC) must determine if there is a reasonable indication of injury. If the decision is negative, the case is terminated.
- (3) In general, within 160 days after the date on which a petition is filed, the Secretary of Commerce makes a preliminary determination of dumping. If the preliminary determination is affirmative, suspension of

liquidation of all entries of merchandise subject to the determination is ordered and provisional duty in the form of a cash deposit or bond is required, for the entry of the merchandise concerned equal to the estimated amount by which the foreign market value exceeds the United States price.

(4) Within 75 days of the preliminary determination, a final determination by the Secretary of Commerce of sales at less than fair value will be due.

(5) Following an affirmative preliminary decision of sales at less than fair value, the ITC must make an injury determination within 120 days of the preliminary determination. If the ITC injury determination is negative, the case is terminated and any cash deposited is refunded and any bond posted is released. If the injury determination is affirmative, the Secretary of Commerce will publish an anti-dumping duty on the merchandise equal to the amount by which the home market value of the merchandise exceeds the price to the United States customer.

(6) An anti-dumping duty order is subject to an automatic annual review and requests for a review at any time will be entertained, provided changed circumstances are sufficient to warrant the review.

Countervail

Under the revised U.S. Countervailing Duty Statute, an additional duty may be imposed upon articles whether or not dutiable, imported in the U.S., if any bounty or grant upon their manufacture, production or export has been made. However, all cases are subject to an injury determination by the ITC. The time frame for an investigation is similar to an anti-dumping investigation. The decision on the subsidy by the Secretary of Commerce and the injury determination by the ITC may be appealed to the U.S. Court of International Trade.

If any difficulties arise with reference to this statute, it is suggested that exporters contact the Office of United States Relations of the Department of External Affairs as soon as possible.

Marking of Goods

Country of Origin Marking

Generally, all goods imported into the United States must be legibly and conspicuously marked in English to identify their country of origin to the ultimate purchaser in the U.S.

The use of stickers or tags is permitted if used in such a manner as to be permanent, unless deliberately removed, until receipt by the ultimate purchaser.

Certain small instruments and utensils must be marked by die-stamping, cast-in-the-mould lettering, etching, engraving or by means of metal plates securely attached to the articles.

The U.S. Customs Service may exempt certain articles from this marking. In such cases, the container must be suitably marked.

Composition Marking

Any product containing woollen fibre (except carpets, rugs, mats and upholsteries, or articles made more than 20 years before importation) must be clearly marked: 1) to identify the manufacturer or the person marketing the product; 2) with a statement denoting in percentage terms the total fibre content of the product; and 3) with the maximum percentage of the total weight of the product of any nonfibrous loading, filling or adulterating matter. If not suitably marked, an opportunity to mark under U.S. Customs supervision may be granted.

When the fabric contained in any product is imported, it is necessary to state the fabric's country of origin.

Fur products must be marked as to type (particular animal), country of origin and manufacturer's or marketer's name. In addition, where they are used or damaged; bleached, dyed or otherwise artificially coloured; or composed substantially of paws, tails, bellies or waste fur, they must be so marked.

Food Labelling

All imported foods, beverages, drugs, medical devices and cosmetics are subject to inspection by the United States Food and Drug Administration (FDA) at the time of entry into the U.S. The FDA is not authorized to approve or pass upon the legality of specific con-

signments before they arrive and are offered for entry into the U.S. However, the FDA is always willing to offer comments on proposed labels or answer other enquiries from importers and exporters. Advice on prospective food labels may also be obtained from the Office of United States Relations, Department of External Affairs in Ottawa.

Import Prohibitions and Restrictions

In addition to goods prohibited entry by most countries in the world (such as obscene, immoral or seditious literature, narcotics, counterfeit currency or coins) certain commercial goods are also prohibited or restricted. Moreover, various types of merchandise must conform to laws enforced by government agencies other than the United States Customs Service. Fur products are also subject to the Endangered Species Act and importation of certain fur skins would be prohibited.

Animals

Cattle, sheep, goats, swine and poultry should be accompanied by a certificate from a salaried veterinarian of the Canadian government to avoid delays in quarantine.

Wild animals and birds are prohibited from importation into the U.S. if captured, taken, shipped, possessed or exported contrary to laws of the foreign country of origin. In addition, no such animal or bird may be taken, purchased, sold or possessed contrary to the laws of any state, territory or possession of the United States.

Plants and Plant Products

Import permits issued by the U.S. Department of Agriculture are required.

Regulations may restrict or prohibit importation.

Shipments of agricultural and vegetable seeds and screenings are detained pending the drawing and testing of samples. Such items are governed by the provisions of the Federal Seed Act of 1939 and regulations of the Agricultural Marketing Services, U.S. Department of Agriculture.

Postal Shipments

Parcels of aggregate value not exceeding \$(US)5 may be admitted free of duty.

Commercial shipments valued at more than \$5 must include a commercial invoice and a customs declaration on the form provided by the Canadian Post Office and give an accurate description and value of the contents. The customs declaration must be securely attached to the package.

If the shipment comprises two or more packages, the one containing the commercial invoice should be marked "Invoice Enclosed"; other packages of the same shipment may be marked as "No. 2 of 3, Invoice Enclosed in Package No. 1".

A shipment in excess of \$500 aggregate value must include a U.S. special customs invoice (form 5515) and a commercial invoice. A shipment under \$250 aggregate value will be delivered to the addressee. Duties and delivery fees for each package are collected by the postman. Parcels containing bona fide gifts excluding alcoholic beverages, tobacco products and perfumes to persons in the United States will be passed free of duty provided the aggregate value received by one person on one day does not exceed \$25. No postal delivery fee will be charged. Such parcels should be marked as a gift and the value and contents indicated on the parcel.

American Goods Returned

U.S. products may be returned to the United States duty-free provided they have not been advanced in value or improved in condition while abroad.

Articles exported from the United States for repair or alterations abroad shall be subject to duty upon the value of the repairs or alterations. The term "repairs or alterations" means restoration, change, addition, renovation, cleaning or other treatment which does not destroy the identity of the article exported or create a new or different article. Any article of metal (except precious metal) manufactured in the United States and exported for further processing and again returned to the United States for additional processing is subject to a duty upon the value of processing outside the United States.

The cost or value of U.S. origin component parts exported abroad ready for use only in the assembly of foreign-produced goods subsequently imported into the U.S., may be deducted from the value for duty provided the parts have not been subject to any further fabrication while abroad except operations incidental to the assembly process such as cleaning, lubricating and painting.

Special U.S. Customs procedural requirements must be followed upon the exportation and return of American goods. Details may be obtained from United States import specialists at border points or from the Office of United States Relations, Department of External Affairs, Ottawa.

Duty on Containers

If used in shuttle service, the following types of containers may enter free of duty:

- 1) U.S. containers and holders (including shooks and staves of U.S. production) when returned as boxes or barrels containing merchandise;
- 2) foreign containers previously imported and duty paid if any;
- 3) containers of a type specified by the Secretary of the Treasury as instruments of international traffic.

One-trip containers are dutiable as part of the dutiable value of the goods.

VI. SERVICES FOR EXPORTERS

Banking

A number of Canadian banks are located in the Western states with branches in San Francisco, Los Angeles, San Diego, Seattle, Portland, Anchorage and Honolulu. (*Please refer to the section on "Useful Addresses" for a listing of these banks with their addresses.*) The main American banks are also listed as are a number of the customs brokers serving the various post territories.

Foreign-Trade Zones

Not yet well known but gaining in importance with many exporters and importers are the U.S. Foreign-Trade Zones. Northern California has Zone No. 3 located in San Francisco, and also Zone No. 18 in San Jose (Bay Area), both of which are in U.S. Customs District 28. Zone No. 3 operates all three sites which have combined storage space of more than 16,720 m² (180,000 sq. ft.), while Zone No. 18 has more than 12.1 hectares (30 acres) of warehousing and open-storage areas. Seattle's Foreign-Trade No. 5 serves the Pacific Northwest, while Zone No. 30 serves the Rocky Mountain Region established on a 13.3-hectare (33 acre) site. Zone No. 9, located at the Port of Honolulu, Hawaii, has 16,540 m² (178,000 sq. ft.) of covered warehouse, plus a four-hectare (10 acre) outside-yard area.

In the Los Angeles post territory, two new foreign trade zones — one in Phoenix, Arizona, and one in Long Beach, California — will soon be operational.

Stored goods may be manufactured into other forms, processed or converted, handled, manipulated, cleaned, marked, repacked, sorted, disassembled or simply stored within the zone, and yet are not subject to U.S. customs duties until they are shipped outside the zone into the domestic markets (*Refer to "Useful Addresses".*)

Advantages

1. Cash flow can be improved because duty is not paid until goods leave the zone.
2. Goods can be processed (or reprocessed) to qualify for lowest duties and duties may be avoided on damaged or substandard items.
3. Goods subject to a U.S. quota can be imported into a zone and fabricated into a product not subject to quota limitations.

Disadvantages

1. The zone-site may be geographically disadvantageous.
2. At Zone No. 9 (Hawaii), 80 per cent of that state's goods are imported and must have customs inspection. With such volume to inspect, there may be delays of several days.

In lieu of Hawaiian customs, goods can be inspected on the U.S. mainland. This is generally very expeditious and more relaxed. An example would be to ship goods to a mainland point of entry, clear customs there, then forward them on to Hawaii ready for market upon arrival.

Patents, Trademarks and Copyrights

General

An information booklet entitled "General Information Concerning Patents" is available from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20302 at a cost of 75 cents.

Patents

All business with the Patent Office should be transacted in writing and all letters addressed to the Commissioner of Patents, Washington, DC 20231.

United States patent laws make no discrimination with respect to the citizenship of the inventor. However, applications for patent must be made by the inventor who must also sign the papers (with certain exceptions).

Most inventors employ the services of persons known as patent attorneys or patent agents. The Patent Office cannot recommend any particular attorney or agent, but does publish a list of all registered patent

attorneys and agents who are willing to accept new clients; the list is arranged by states, cities and foreign countries.

Trademarks

A trademark refers to the name or symbol used in trade to indicate the source or origin of goods. Trademark rights prevent others from using the same name or symbol on identical goods, but do not prevent others from making these goods without the trademark.

The procedure relating to the registration of trademarks and some general information on trademarks is given in a pamphlet called "General Information Concerning Trademarks", which may be obtained from the Patent Office.

Copyright

Copyright protects the writings of an author against copying. Literary, dramatic, musical and artistic works are included within the protection of the copyright law which, in some instances, also confers performing and recording rights. The copyrights refers to the form of expression rather than the subject matter of writing.

NOTE: Copyrights are registered in the Copyright Office of the Library of Congress and the Patent Office has nothing to do with copyrights. Information concerning copyrights may be obtained from the Register of Copyrights, Library of Congress, Washington, DC 20540.

Licensing and Joint Ventures

If you wish to market a patented invention of a product in the United States, either under a joint-licensing agreement or some other arrangement, there are a number of firms specializing in patent and marketing services. The Canadian Consulate General can help in choosing such firms.

Commercial Disputes

In the event of disputes, a Canadian firm can seek advice from the Canadian Council, International Chamber of Commerce, c/o Canadian Chamber of Commerce, 1080 Beaver Hall Hill, Room 712, Montréal, Québec H2Z 1T2.

Additional Services

California

Transportation

Air— Excellent air transportation networks (both cargo and passenger) exist between Canada and California. Both CP Air and Air Canada fly into San Francisco and Los Angeles. Additionally, Western Airlines, American Airlines, United Airlines and Frontier Airlines have numerous direct and connecting flights from Canadian cities.

Road— California's famous freeway system ensures easy travel and fast, convenient product distribution by common carriers within the area. California's system connects with the excellent freeways of neighbouring states.

Rail— Cargo service is available throughout the area. Contact your local rail agent for details on shipping to California.

Water— The coastal ports of San Francisco, Oakland, Los Angeles, Long Beach and San Diego, as well as the inland waterway ports of Stockton and Sacramento, have complete facilities to handle bulk, palletized and containerized cargoes.

Warehousing

Public warehousing, bonded and unbonded, is readily available throughout California. In addition, many private firms have their own warehousing facilities. Distribution within California from public warehouses is very costly due to high costs of land and labour and because of an extremely complex common-carrier tariff schedule.

Also, Foreign-Trade Zones are in operation. (A discussion of these zones appears at the beginning of Section VI.)

Financial

San Francisco is the financial centre of the western United States. Besides being the headquarters location for the Bank of America, Wells Fargo Bank, Bank of California, United California Bank and several small banks, six Canadian banks maintain agent offices in San Francisco. Three of these Canadian financial

institutions also have fully-incorporated California subsidiaries.

Los Angeles rivals San Francisco as the financial centre of the western United States. While San Francisco is the home of several large U.S. banks, Los Angeles has attracted the majority of the foreign banks, particularly the Japanese. Needless to say, banking facilities are complete and highly sophisticated. Besides the numerous U.S., Japanese and European banks, there are several Canadian banks with agency operations. (Refer to "Useful Addresses" for a listing.)

Custom Brokers

Numerous highly qualified customs brokers are located in northern and southern California. (A partial list of these firms can be found in the "Useful Addresses" section of this booklet.)

Arizona

Transportation

Air— Excellent air transportation networks exist between Canada and the Southwest. (Refer to "Useful Addresses" for a list of carriers.)

Road— An excellent all-weather road system exists throughout these two states. There are several common and independent carriers that operate between Canada and the major cities with the state of Arizona. (Refer to "Useful Addresses" for a list of these carriers.)

Rail— Cargo service is made available from the east and west coasts of Canada via Southern Pacific and Santa Fe Railroads. Canadian rail services and inter-line arrangements with those lines servicing Arizona.

Water— Steamship services exist between Vancouver and Los Angeles. From Los Angeles there are daily common-carrier services to Arizona. (Refer to "Useful Addresses" for a list of steamship lines.)

Warehousing

There are several general warehousing and warehousing distribution centres available. Contact the Canadian Consulate General in Los Angeles for specific information when necessary.

Financial

Complete financial services are available from both U.S. and Canadian Banks. (Refer to "Useful Addresses" for listing.)

Customs Brokers

Within the state of Arizona, there are several brokers located in the major cities. Contact the Canadian Consulate General in Los Angeles for recommendations.

Rocky Mountain States (Colorado, Wyoming and Utah)

Transportation

Air— Several daily flights link Western Canada to the state capitals of Colorado and Utah. The carriers involved are Frontier (Vancouver-Denver and Winnipeg-Denver) (Saskatoon/Regina-Denver) and Western (Calgary-Denver and Edmonton-Denver) (Salt Lake City-Calgary). Travellers leaving from other Canadian cities have to transfer planes in one or the other major American cities.

Road— From Calgary, one may reach Salt Lake City and Denver easily by taking U.S. 89-91 and the I 15. Regina is linked to Cheyenne by U.S. 85 and Cheyenne to Denver by I 25. This road system is excellent all year round, although during the winter months passengers should always take into account the weather reports.

Rail— There are no passenger trains operating directly between Canada and the Rocky Mountain States. Cargo Service is available all through the area.

Warehousing

Warehousing facilities are available throughout the Rocky Mountain States' area. Contact the Canadian Consulate General in San Francisco for more details.

Financial

Financial services are available from both Canadian and American banks. (Refer to "Useful Addresses".)

Hawaii

Transportation

Air— Several major airline companies offer flights from both Canada and mainland U.S. direct to the islands. There is also a regular inter-island air service provided by several domestic airline companies.

Truck— Commercial trucking service is available on all of the major islands. There are 60,000 licensed trucks using 5,860 km (3,660 mi.) of highways and streets.

Rail— There is none.

Sea— Hawaii's lifeline is the ocean. From North America all manner of freight can be shipped on freighters departing as often as three times each week.

Inter-island freight service is available via barges or hydrofoil boats.

Warehousing

Demand is high and space limited. The farther out from the commercial centres one goes, the easier it is to locate space. To rent good warehouse space costs 25 to 45 cents per square foot a month.

Financial

There are no Canadian-owned banks in Hawaii. However, there are correspondent banking agreements between many Canadian and Hawaiian banks. (A complete list of international banking firms located in the islands is included in the "Useful Addresses" section of this booklet.)

Customs Brokers

A comprehensive list of brokers is included in this publication. These brokers offer all of the conventional services one would expect.

Seattle Post Territory

Transportation

Air— Good air transportation networks exist between Canada and the Pacific Northwest. Pacific Western Airlines and United Airlines have regular service between Seattle and Vancouver. Northwest Orient,

United and American have routes east, both directly and via connections, to Toronto. Alaska is serviced from Seattle by Alaska Airlines, Western, Northwest Orient and Wien Air Lines.

Road— An excellent all-weather road system exists throughout the region. Common carriers are permitted to use double or single-trailer rigs up to 19.8 m (65 ft.) in overall length. Alltrans Express Ltd. is the only Canadian carrier operating between Vancouver and Seattle on a daily basis. The highway distance between the two cities is 225 km (140 miles).

Rail— Cargo service is made available by Burlington Northern in Washington, Southern Pacific in Oregon and Alaska Railroad in Alaska.

Amtrak operates a passenger service between Vancouver and all the main cities on the west coast on a daily basis.

Water— The states of Alaska, Oregon and Washington all have major seaports.

Warehousing and Customs Brokers

Both bonded and unbonded warehousing facilities are available in the Pacific Northwest. Recommendations on appropriate facilities are available from the Consulate General.

Similarly, names of reputable customs brokers are available upon request.

VII. YOUR BUSINESS VISIT TO THE WESTERN STATES

There are no substitutes for personal visits. Correspondence does not spark the interest of the American businessman. He's "from Missouri" and wants to see and be seen.

Services of the Trade Commissioner

The Commercial Divisions of the Canadian Consulates General within the area function as the liaison between the Canadian and local United States business industry. They actively seek business opportunities for Canada in their geographical areas of responsibility and relay pertinent information to interested and capable Canadian companies. Potential buyers and sellers are introduced with guidance provided by the Consulates General where required. Market surveys are conducted on behalf of Canadian firms and agents, distributors or other recommended outlets. Display rooms of the Consulate General are available for product displays and in-office presentations to prospective customers.

Advise and Consult the Trade Commissioner

When planning your first business visit to the area, advise the consulate well in advance of your trip. Inform the staff of the objective of your visit and forward several copies of product brochures. It is helpful if you work out c.i.f. prices on at least part of your product range. You should also list previous contacts with the region's business community.

With this information, the commercial staff will be pleased to arrange a tentative itinerary and make appointments which you can confirm on arrival. Because of the increasing number of businessmen visiting the Canadian Trade Offices in the U.S., it is recommended that you leave arrangements for hotel reservations to your travel agent.

California

Plan to arrive by air and then, if needed, rent a U-drive automobile. There are opportunities to obtain lower daily rates on auto rentals if booked in advance of your trip.

Avoid the summer holiday months of July–August and the Christmas–New Year holiday season when planning your business trip. Early fall and spring are ideal times — both for business and for the area’s weather! However, climatic conditions are generally favourable year-round.

In northern California you will probably want to initially visit the San Francisco Bay Area. After some contact in that area, you might learn that trips to Sacramento, Stockton and/or Fresno are required. If this is the case, you will probably want to arrange for overnight accommodation.

Los Angeles will probably be your destination in southern California. Additional major cities might be visited if business warrants.

Hotels and motels are listed in the section entitled “Useful Addresses”.

Washington, Oregon and Alaska

Air is the most common mode of travel between most parts of Canada and the Pacific Northwest. However, many Canadians choose to drive from Vancouver to Seattle, a three-hour trip.

The best times of the year for business are during the spring or fall. Avoid the period from the U.S. Thanksgiving to Christmas–New Year and the July–August vacation period. Most major cities (Portland, Seattle and Anchorage) suffer from a shortage of hotels, therefore reservations should be made well in advance. The costs of hotels in Washington, Oregon, Idaho and Montana are low to average, while everything in Alaska is higher-priced.

Hawaii

Air is the most convenient means by which to reach Hawaii. Flights from the mainland terminate in Honolulu. Plan to rent a U-drive automobile. As on the mainland, the Christmas–New Year holiday season is not an appropriate time to schedule a business trip.

Tourist season is year-round, so book your airline and hotel reservations well in advance of the time you wish to travel. Numerous hotels are located close to downtown Honolulu, making it very convenient to conduct business.

Refer to "Useful Addresses" section for names of convenient hotels.

Rocky Mountain States
(Colorado, Wyoming and Utah)

You will probably arrive by plane but should plan to rent an automobile as business calls are rarely in city centres. Distance should be taken into account when planning your schedule. The summer months of July-August and the Christmas period should be avoided. (Refer to the section "Useful Addresses" for names of airlines and hotels.)

VIII. USEFUL ADDRESSES

California (Southern)

Canadian Banks

Royal Bank of Canada

510 West Sixth Street,
Suite 25
Los Angeles, CA 90014,
USA
Tel: (213) 623-2371

**Mercantile Bank of
Canada**

515 South Flower Street
Los Angeles, CA 90014,
USA
Tel: (213) 488-0166

**Toronto Dominion Bank of
California**

9430 Wilshire Boulevard
Los Angeles, CA 90212,
USA
Tel: (213) 278-6010

**Canadian Commercial
Bank**

1925 Century Park East,
Suite 400
Los Angeles, CA 90067,
USA

Bank of Nova Scotia

Pacific Mutual Building,
Suite 837
523 West Sixth Street
Los Angeles, CA 90014,
USA
Tel: (213) 624-1883

Principal U.S. Banks

Bank of America

525 South Flower Street
Los Angeles, CA 90071,
USA
Tel: (213) 683-4567

California Canadian Bank

770 B. Street
San Diego, CA, USA
Tel: (714) 234-8711

Crocker National Bank

611 West Sixth Street
Los Angeles, CA 90021,
USA
Tel: (213) 612-8211

California Canadian Bank

700 South Flower Street
Los Angeles, CA 90017,
USA
Tel: (213) 612-4500

**Security Pacific National
Bank**

333 South Hope
Los Angeles, CA 90012,
USA
Tel: (213) 613-6211

Bank of Montreal

707 Wilshire Boulevard
Los Angeles, CA 90017,
USA
Tel: (213) 624-0255

**First Interstate Bank
of California**
707 Wilshire Boulevard
Los Angeles, CA 90017,
USA
Tel: (213) 614-4111

Wells Fargo Bank
770 Wilshire Boulevard
Los Angeles, CA 90017,
USA
Tel: (213) 683-7448

Arizona

Principal Banks

The Arizona Bank
P.O. Box 2511
101 North First Avenue
Phoenix, AZ 85002, USA
Tel: (602) 262-2391

**First National Bank
of Arizona**
P.O. Box 20551
First National Bank Plaza
First Avenue and
Washington Street
Phoenix, AZ 85003, USA
Tel: (602) 271-6361

Valley National Bank
P.O. Box 71
201 North Central Avenue
Phoenix, AZ 85001, USA
Tel: (602) 261-1451

United Bank of Arizona
P.O. Box 2908
3550 North Central
Phoenix, AZ 85012, USA
Tel: (602) 248-2200

California (Northern)

Canadian Banks

**The Bank of British
Columbia**
300 Montgomery Street
San Francisco, CA 94104,
USA
Tel: (415) 788-7373

**Canadian Imperial
Bank of Commerce**
340 Pine Street
San Francisco, CA 94104,
USA
Tel: (415) 397-0963

The Bank of Montreal
333 California Street
San Francisco, CA 94104,
USA
Tel: (415) 391-8060

**The Royal Bank of
Canada**
560 California Street
San Francisco, CA 94104,
USA
Tel: (415) 986-1700

The Bank of Nova Scotia
315 California Street
San Francisco, CA 94104,
USA
Tel: (415) 986-1100

Toronto Dominion Bank
100 Sansome Street
San Francisco, CA 94104,
USA
Tel: (415) 989-4900

Principal U.S. Banks

Bank of America, NT & SA

Bank of America Center
San Francisco, CA 94120
USA

Tel: (415) 622-3456

Bank of California, N.A.

400 California Street
San Francisco, CA 94145,
USA

Tel: (415) 765-0400

Wells Fargo Bank, N.A.

464 California Street
San Francisco, CA 94120,
USA

Tel: (415) 396-0123

Nevada (Clark County)

First Interstate Bank of Nevada

300 Carson Avenue
Las Vegas, NV 89101, USA

Tel: (702) 385-8011

Valley Bank of Nevada

200 Convention Center
Drive

Las Vegas, NV 89109, USA

Tel: (702) 386-1000

Wyoming

Canadian Banks

None at present.

Principal U.S. Banks

First Wyoming Bank

Corner 18th and Carey
Avenue

Cheyenne, WY, USA

Tel: (307) 634-5961

First National Bank and Trust Co.

Capitol Avenue and
17th Street

Cheyenne, WY, USA

Tel: (307) 634-3313

American National Bank

20th at Capital Avenue
Cheyenne, WY, USA

Tel: (307) 634-2121

Colorado

Canadian Banks

The Mercantile Bank of Canada

777 Grant Street, Suite 404
Denver, CO 80202, USA
Tel: (303) 830-1516

Royal Bank of Canada

821 - 17th Street,
Suite 300
Denver, CO 80202, USA
Tel: (303) 723-0395

Dominion National Bank of Denver

1801 Broadway
Denver, CO 80202,
USA
Tel: (303) 534-3838

Canadian Imperial Bank of Commerce

1 Denver Place, Suite 925
Denver, CO 80202, USA
Tel: (303) 623-0439

Principal U.S. Banks

Colorado State Bank

1600 Broadway
Denver, CO 80202,
USA
Tel: (303) 861-2111

Central Bank of Denver

1515 Arapoe Street
Denver, CO 80202,
USA
Tel: (303) 893-3456

United Bank of Denver

United Bank Center
Denver, CO 80202,
USA
Tel: (303) 861-8811

Utah

Canadian Banks

None at present.

Principal U.S. Banks

Bank of Utah

70 East South Temple
Salt Lake City, Utah, USA
Tel: (801) 532-7911

First Security Bank

1st South and Main
Salt Lake City, Utah, USA
Tel: (801) 350-5230

Utah First Bank

3135 S 1300 E
Salt Lake City, Utah, USA
Tel: (801) 486-3011

Washington

Canadian Banks

Canadian Imperial Bank of Commerce

901-2nd Avenue
Seattle, WA 98104, USA
Tel: (206) 223-7951

Principal U.S. Banks

Seattle First National Bank

1001-4th Avenue
Seattle, WA 98124, USA
Tel: (206) 583-3131

Rainier National Bank

One Rainier Square
Seattle, WA 98124, USA
Tel: (206) 621-4111

First Interstate Bank of Washington N.A.

1215-4th Avenue
Seattle, WA 98111, USA
Tel: (206) 292-3111

Peoples Bank of Washington

1414-4th Avenue
Seattle, WA 98111, USA
Tel: (206) 344-2300

Oregon

Canadian Banks

Canadian Imperial Bank of Commerce

504 Southwest-6th Avenue
Portland, OR 97210, USA
Tel: (503) 228-8493

The Royal Bank of Canada

Bank of California Towers
Portland, OR 97205, USA
Tel: (503) 224-2282

The Bank of Nova Scotia

56 Salmon Street
Portland, OR 97201, USA
Tel: (503) 222-4396

Principal U.S. Banks

First Interstate Bank of Oregon N.A.

1300 Southwest -
5th Avenue
Portland, OR 97208, USA
Tel: (503) 225-2111

The U.S. National Bank of Oregon

309 Southwest-6th Avenue
Portland, OR 97208, USA
Tel: (503) 225-6111

The Oregon Bank
319 Southwest
Washington
Portland OR 97208, USA
Tel: (503) 222-7777

Idaho

Principal U.S. Banks

**First Interstate Bank
of Idaho N.A.**
700 West Idaho
Boise, ID 83702, USA
Tel: (208) 336-0300

Idaho First National Bank
101 Capital Boulevard
South
Boise, ID 83706, USA
Tel: (208) 383-7000

Alaska

Principal U.S. Banks

National Bank of Alaska
301 West Northern Lights
Boulevard
Anchorage, AK 99510, USA
Tel: (907) 276-1132

Peoples Bank & Trust Co.
644 West-8th Avenue
Anchorage, AK, USA
Tel: (907) 279-7511

Alaska Statebank
5th and E Streets
Anchorage, AK 99510, USA
Tel: (907) 277-5661

Hawaii

Principal U.S. Banks

Bank of Hawaii
Financial Plaza of the
Pacific
Honolulu, HI, USA
Tel: (808) 537-8111

**Central Bank of the
Pacific**
50 North King Street
Honolulu, HI, USA
Tel: (808) 525-6400

Bank of Honolulu
841 Bishop Street
Honolulu, HI 96813, USA
Tel: (808) 523-2461

First Hawaiian Bank
161 South King
Honolulu, HI, USA
Tel: (808) 525-7000

Hawaii National Bank
120 South King
Honolulu, HI USA
Tel: (808) 538-5111

Customs Brokers

California (Southern)

**Interamerican World
Transport Corp.**
1200 Aviation Boulevard
Hawthorne, CA 90250,
USA
Tel: (213) 776-7880

Castelazo and Associates
5420 West-104th Street
Los Angeles, CA 90045,
USA
Tel: (213) 776-6031

Johnson and Associates
313 East Beach Avenue
Inglewood, CA 90302, USA

Ludwig Hermann Inc.
1213 Arbor Vitae
Inglewood, CA 90301,
USA

Arizona

W.F. Joffroy, Inc.
P.O. Box 21041
Phoenix, AZ 85036, USA

**MSAS
McGregor Swire Air
Services Ltd.**
2430 South-20th Street
Phoenix, AZ 85034, USA

Kenneth D. Romano
2875 Sky Harbor Boulevard
No. 201
Phoenix, AZ 85036, USA

California (Northern)

P.W. Bellingall, Inc.
330 Jackson Street
San Francisco, CA 94120,
USA
Tel: (415) 781-8640

**International Expeditors,
Inc.**
9 First Street
San Francisco, CA
94105, USA
Tel: (415) 982-6881

Cardinal International
1332 Marsten Road
Burlingame, CA 94010,
USA
Tel: (415) 348-3318

**International Freight
Services**
859 Cowan Road
Burlingame, CA 94010,
USA
Tel: (415) 692-1632

Thomas J. Crowley
P.O. Box 2548
South San Francisco, CA
94010, USA
Tel: (415) 583-4030

John R. Lindsay
1342 Marsten Road
Burlingame CA, 94010,
USA
Tel: (415) 348-1232

**G.M. Miller & Co.
International**

139 Mitchell Avenue
South San Francisco, CA
94090, USA
Tel: (415) 583-2815

Colorado

G.L. Gumbert Company
11611 East-51st Avenue
Denver, CO, USA
Tel: (303) 371-9550

Miles Rudolf & Sons Inc.
6500 Stapleton Drive
South
Denver, CO, USA
Tel: (303) 399-6196

Charles Schayer & Co.
3839 Newport
Denver, CO, USA
Tel: (303) 399-5160

Utah

Arthur J. Fritz & Co.
1484 Industrial Road
Salt Lake City, Utah, USA
Tel: (801) 972-5670

Harper Robinson & Co.
5140 West Amelia Earhart
Drive
Salt Lake City, Utah, USA
Tel: (801) 539-0250

S.D. Ogden & Associates
210 North-2200 West
Salt Lake City, Utah, USA
Tel: (801) 539-1012

Wyoming

None at present.

Washington

George S. Bush & Co. Inc.
811-1st Avenue
Seattle, WA 98104, USA
Tel: (206) 623-2593

Arthur J. Fritz & Co. Inc.
2nd Avenue and University
Building
Seattle, WA 98104, USA
Tel: (206) 623-4971

Frank P. Dow Co. Inc.
Olympic National Life
Building
914-2nd Avenue
Seattle, WA 98104, USA
Tel: (206) 622-1360

B.R. Anderson & Co.
1000-2nd Avenue
Seattle, WA 98104, USA
Tel: (206) 623-1346

Norman G. Jensen Inc.
Central Building
810-3rd Avenue
Seattle, WA 98104, USA
Tel: (206) 623-7893

Oregon

George S. Bush & Co. Inc.
520 Northwest Irving
Portland, OR 97204, USA
Tel: (503) 228-6501

Frank P. Dow Co. Inc.
Oregon Pioneer Building
320 Southwest Stark Park
Portland OR 97204, USA
Tel: (503) 227-6458

Arthur J. Fritz & Co.
515 Board of Trade
Building
310 Southwest-4th
Avenue
Portland, OR 97204, USA
Tel: (503) 222-9131

**Ted L. Rausch Co. of
Oregon**
Oregon Pioneer Building
320 Southwest Stark
Street
Portland, OR 97204, USA
Tel: (503) 248-1022

Alaska

Perman Stoler
International Airport
P.O. Box 6066 Annex
Anchorage, AK 99502, USA
Tel: (907) 277-2604

Marvin H. Parker
737 — H
Anchorage, AK 99501,
USA
Tel: (907) 272-2553

Hawaii

**American Customs Broker-
age Company, Inc.**
700 Bishop Street
Honolulu, HI 96813, USA
Tel: (808) 537-6102

Waldron-Loudon, Inc.
550 North Nimitz
Highway
Honolulu, HI 96817, USA
Tel: (808) 538-6984

**Arthur J. Fritz & Co.
of Hawaii, Inc.**
333 South Queen,
Room 206
Honolulu, HI 96813, USA
Tel: (808) 533-6088

Airlines

California (Southern)

Air Canada

Los Angeles International
Airport
Los Angeles, CA, USA
Tel: (213) 776-7000

United Airlines

Los Angeles International
Airport
Los Angeles, CA, USA
Tel: (213) 771-2121

American Airlines

Los Angeles International
Airport
Los Angeles, CA, USA
Tel: (213) 937-6811

Western Airlines

Los Angeles International
Airport
Los Angeles, CA, USA
Tel: (213) 776-2311

Canadian Pacific Air

625 West-6th Street
Los Angeles, CA, USA
Tel: (213) 625-0131

Frontier Airlines

Los Angeles International
Airport
Los Angeles, CA, USA
Tel: (213) 617-3606

Arizona

American Airlines Inc.

445 South Alvernon Way
Tucson, AZ, USA
Tel: (602) 882-0331

Frontier Airlines

Tucson International
Airport
Tucson, AZ, USA
Tel: (602) 882-0754

Western Airlines

Tel: (800) 453-5330

California (Northern)

Air Canada

323 Geary Street
San Francisco, CA 94102,
USA
Tel: (415) 397-5761

Canadian Pacific Air

International Airport
San Francisco, CA 94128,
USA
Tel: (415) 877-5960

American Airlines

International Airport
San Francisco, CA 94128,
USA
Tel: (415) 761-1300

Canadian Pacific Air

International Airport
San Francisco, CA 94128,
USA
Tel: (415) 877-5960

United Airlines
International Airport
San Francisco, CA 94128,
USA
Tel: (415) 761-4212

Western Airlines
International Airport
San Francisco, CA 94128,
USA
Tel: (415) 877-1414

Hawaii

Canadian Pacific Air
2149 Kalakaua
Honolulu, HI 96815, USA
Tel: (808) 845-9324

Western Airlines
1065 Bishop
Honolulu, HI, USA
Tel: (808) 946-7711

United Airlines
1077 Bishop
Honolulu, HI, USA
Tel: (808) 547-2211

Washington

Air Canada
City Ticket Office
1304-4th Avenue
Seattle, WA 98101, USA
Tel: (206) 622-4295

Western Airlines
Air Cargo
Seattle/Tacoma Airport
Seattle, WA, USA
Tel: (206) 433-4900

Canadian Pacific Air
City Ticket Office
1315-4th Avenue
Seattle, WA, USA
Tel: (206) 628-2717

(City Ticket Office)
1339-4th Avenue
Seattle, WA, USA
Tel: (206) 433-4711

Pacific Western Airlines
Seattle/Tacoma Airport
Seattle, WA, USA
Tel: (206) 433-5088

Hughes Airwest
Air Freight Service
Seattle/Tacoma Airport
Seattle, WA, USA

United Airlines
Seattle/Tacoma Airport
Seattle, WA, USA
Tel: (206) 682-3700

(City Ticket Office)
1301-4th Avenue
Seattle, WA, USA
Tel: (206) 285-1234

(City Ticket Office)
4th and University
Tel: (206) 682-3700

Northwest Airlines Inc.
Air Freight Service
Seattle/Tacoma Airport
Tel: (206) 433-3747

(City Ticket Office)
403 University Way
Seattle, WA, USA
Tel: (206) 433-3500

Alaska Airlines Inc.
Air Freight
Seattle/Tacoma Airport
Seattle, WA, USA
Tel: (206) 433-3266

(City Ticket Office)
1225-4th Avenue
Seattle, WA, USA
Tel: (206) 433-3100

Transportation

Amstar Transport
8 Cedar Avenue
Thornhill, Ontario
L3T 3V9
Tel: (416) 224-1172

Toronto/Los Angeles
(Independent)

Time D.C.
4500 East Bandini
Boulevard
Los Angeles, CA 90040,
USA
Tel: (213) 268-8211

Toronto/Los Angeles
(Common carrier)

Delta Van Lines
Terminal Annex
P.O. Box 54548
Los Angeles, CA 90054,
USA
Tel: (213) 726-3601

Vancouver-Los Angeles
(Common carrier)

Consolidated Van Lines
12903 Lakeland Road
Santa Fe, CA 90670, USA
Tel: (213) 944-6381

Vancouver-Los Angeles
Toronto-Los Angeles
(Common carrier)

Transcon Freight Lines
9750 South Norwalk
Avenue
Santa Fe, CA 90670, USA
Tel: (213) 685-9070

Toronto-Los Angeles
(Common carrier)

Clarke Transport Canada Inc.

P.O. Box 4760
Vancouver,
British Columbia
V6B 4A4
Tel: (604) 669-4646

(Broker specializing in consolidation)

M & M Truck Brokers, Inc.

1377, boulevard Richelieu
Otterburn Park (Québec)
J3G 4S6
Tel: (514) 467-9726

Transport Brokers Inc.

919 McGarry Avenue
Los Angeles, CA 90021,
USA
Tel: (213) 627-1041

Toronto-Los Angeles
Vancouver-Los Angeles
(Brokers)

Rail

Santa Fe Railroad

5200 East Sheila Street
Los Angeles, CA 90040,
USA

Tel: (213) 267-5110

(Rate Quote Department)

Steamship

General Steamship Co.

624 South Grand Avenue
Los Angeles, CA 90017,
USA

Tel: (213) 688-1200

Vancouver-Los Angeles
(One of the few companies that can handle container freight shipments)

Steamship Lines Serving the West with Office in Hawaii

Name

Areas Served

Schedule

United States Lines

(Davies Marine Agencies)

841 Bishop

Honolulu, HI 96813, USA

East Coast,
West Coast,
Hawaii and
Far East

Weekly

Bakke Steamship (Hawaii Freight Lines) Pier 8 Honolulu, HI 96813, USA	Canada, Hawaii Australia and New Zealand	Monthly
Columbus Line (Matson) 677 Ala Moana, Suite 1016 Honolulu, HI 96814, USA	N.W. Canada, West Coast, Hawaii, New Zealand and Australia	Monthly
States Steamship (ORTW) Pier 24 Honolulu, HI 96817, USA	West Coast, Hawaii and Far East	Twice Monthly
*Matson Navigation Company 677 Ala Moana Honolulu, HI 96814, USA	West Coast, Hawaii and Guam	Weekly

* Matson carries the majority of cargo from the mainland to Hawaiian ports.

REGIONAL CONTACTS

If you have not previously marketed abroad, contact any regional officer of the Department of External Affairs at the addresses listed below.

Newfoundland and Labrador

P.O. Box 64
Atlantic Place, Suite 702
215 Water Street
St. John's, Newfoundland
A1C 6C9
Tel: (709) 737-5511
Telex: 016-4749

Nova Scotia

Duke Tower, Suite 1124
5251 Duke Street
Scotia Square
Halifax, Nova Scotia
B3J 1P3
Tel: (902) 426-7540
Telex: 019-21829

New Brunswick

440 King Street, Suite 642
Fredericton, New Brunswick
E3B 5H8
Tel: (506) 452-3190
Telex: 014-46140

Prince Edward Island

P.O. Box 2289
Dominion Building
97 Queen Street
Charlottetown, Prince
Edward Island
C1A 8C1
Tel: (902) 892-1211
Telex: 014-44129

Québec

C.P. 1270, Succursale B
685, rue Cathcart, pièce 512
Montréal (Québec)
H3B 3K9
Tel: (514) 283-6254
Telex: 055-60768

2, Place Québec, pièce 620
Québec (Québec)
G1R 2B5
Tel: (418) 694-4726
Telex: 051-3312

Ontario

P.O. Box 98
1 First Canadian Place,
Suite 4840
Toronto, Ontario
M5X 1B1
Tel: (416) 369-4951
Telex: 065-24378

Manitoba

Manulife House, Suite 507
386 Broadway Avenue
Winnipeg, Manitoba
R3C 3R6
Tel: (204) 949-2381
Telex: 075-7624

Saskatchewan

2002 Victoria Avenue,
Room 980
Regina, Saskatchewan
S4P 0R7
Tel: (306) 359-5020
Telex: 071-2745

**Alberta-
Northwest Territories**

Cornerpoint Building,
Suite 505
10179-105th Street
Edmonton, Alberta
T5J 3S3
Tel: (403) 420-2944
Telex: 037-2762

**British Columbia-
Yukon**

P.O. Box 49178
Bentall Centre, Tower III,
Suite 2743
595 Burrard Street
Vancouver,
British Columbia
V7X 1K8
Tel: (604) 666-1434
Telex: 04-51191

IX. STATISTICS

Main Canadian Exports, 1981

(C \$ Millions)

Arizona

Lumber, softwood	4.2
Newsprint paper	17.5
Precious metals, including alloys	8.4
Other non-ferrous metals and alloys	4.8
Other motor vehicles	5.5
Aircraft, engines and parts	15.7

California

Lumber, softwood	73.7
Newsprint paper	289.1
Precious metals, including alloys	157.2
Motor vehicle parts, except engines	145.9
Aircraft parts, except engines	303.5
Other telecommunications and related equipment	123.8
Navigation equipment and parts	39.8

Nevada

Newsprint paper	4.8
Synthetic rubber and plastics material	2.5
Petroleum and coal products	2.7
Drilling, excavating and mining machinery	1.8
Other transportation equipment	2.2
Other telecommunications and related equipment	3.6

Colorado

Lumber, softwood	15.1
Newsprint paper	54.1
Other iron and steel and alloys	13.0
Drilling, excavating and mining machinery	36.3
Other motor vehicles	14.0
Other transportation equipment	10.2
Other measuring containers, laboratory, medical and optical equipment	22.2

Hawaii

Coal and other crude bitumin substances	2.9
Newsprint paper	13.6
Fertilizers and fertilizer material	5.5
Aircraft, complete with engines	19.7

Utah

Lumber, softwood	4.3
Newsprint paper	8.5
Petroleum and coal products	6.2
Drilling, excavating and mining machinery	8.4
Other motor vehicles	5.9
Other telecommunications and related equipment	8.0

Wyoming

Petroleum and coal products	11.3
Other iron and steel and alloys	22.2
Drilling, excavating and mining machinery	29.2
Other motor vehicles	7.4

Alaska

Newsprint paper	4.1
Drilling, excavating and mining machinery	11.7
Other motor vehicles	16.2
Motor vehicle parts, except engines	2.8
Prefabricated buildings and structures	7.0

Idaho

Lead in ores, concentrates and scrap	14.4
Sulphur	18.3
Lumber, softwood	9.0
Fertilizers and fertilizer material	24.9
Petroleum and coal products	7.3
Passenger automobiles and chassis	5.5
Trucks, truck tractors and chassis	4.9

Oregon

Live animals	9.0
Lumber, softwood	41.0
Veneer	19.3
Newsprint paper	31.5
Fertilizers and fertilizer material	28.2
Petroleum and coal products	24.0
Materials handling machinery and equipment	10.4
Trucks, truck tractors and chassis	12.4
Other transportation equipment	11.6

Washington

Pulpwood chips	41.7
Crude petroleum	342.7
Natural gas	2,561.4
Lumber, softwood	111.0
Wood pulp and similar pulp	53.3
Newsprint paper	42.3
Petroleum and coal products	124.1
Electricity	261.6
Passenger automobiles and chassis	46.6
Trucks, truck tractors and chassis	49.0
Aircraft parts, except engines	68.3

*In 1981, approximately \$1.3 billion worth of natural gas shipped from Canada to Washington and recorded by Statistics Canada as a Canadian export to that state, was in fact transshipped to California.

Canadian Exports to the Los Angeles
Post Territory of Southern California*,
Arizona and Nevada** (Clark County,
i.e. Las Vegas), 1981
(C \$ thousands)

Section Sub-section	California (Southern)*
Live animals	1,352
Food, feed, beverages and tobacco	53,735
Crude materials, inedible	23,384
Fabricated materials, inedible	499,438
Industrial machinery End products, inedible	36,632
Agricultural machinery and tractors	9,035
Transportation equipment	362,267
Other equipment and tools	147,847
Personal and household goods	14,076
Miscellaneous end products	24,293
Total end products, inedible	594,150
Special transactions, trade	6,660
Total domestic exports	1,178,718

Source: Statistics Canada

* It is estimated that approximately 60 per cent of total Canadian exports to California is absorbed by the southern portion of the state, the portion for which Los Angeles is responsible. It should also be noted that Statistics Canada, in calculating Canadian exports to California, does not include shipments of natural gas. These shipments, some \$1.3 billion in 1981, move from Canada to Washington

Arizona	Nevada** (Clark County)	Total
590	—	1,942
3,124	213	57,072
854	36	24,274
46,997	7,735	554,170
7,890	1,635	46,157
4,113	209	13,357
27,375	2,536	392,178
12,145	3,146	163,138
616	165	14,857
808	163	25,264
52,948	7,847	654,945
414	1,164	8,238
104,925	17,061	1,300,704

for transshipment to California. When entering Washington they are recorded as Canadian exports to that state.

** That part of Nevada (Clark County or the Las Vegas area) covered by Los Angeles is currently estimated to absorb roughly 50 per cent of total Canadian exports to the state.

Canadian Exports to the San Francisco
Post Territory of Northern California*,
Colorado, Hawaii, Nevada**
(excepting Clark County),
Utah and Wyoming, 1981
(C \$ thousands)

Section Sub-section	California (Northern)*	Colorado
Live animals	901	941
Food, feed, beverages and tobacco	35,823	4,177
Crude materials, inedible	15,589	12,791
Fabricated materials, inedible	332,958	100,060
Industrial machinery		
End products, inedible	24,422	46,738
Agricultural machinery and tractors	6,023	14,945
Transportation equipment	241,512	34,583
Other equipment and tools	98,564	38,715
Personal and household goods	9,384	1,690
Miscellaneous end products	16,195	5,060
Total end products, inedible	396,100	141,731
Special transactions, trade	4,440	47,179
Total domestic exports	785,812	306,879

Source: Statistics Canada

* It is estimated that approximately 40 per cent of total Canadian exports to California is absorbed by the northern part of the state, the part for which San Francisco is responsible. It should also be noted that Statistics Canada, in calculating Canadian exports to California, does not include shipments of natural gas. These shipments, some \$1.3 billion in 1981, move from Canada to Washington for transshipment to California. When entering

Hawaii	Nevada**	Utah	Wyoming	Total
—	133	417	342	2,734
2,128	213	2,085	418	42,844
3,160	36	2,882	202	34,660
20,268	7,735	32,598	46,506	540,125
1,044	1,635	13,643	34,742	122,224
198	209	3,419	2,278	27,072
21,579	2,536	10,443	9,142	319,795
2,724	3,146	16,967	2,699	162,815
229	165	484	205	12,157
1,394	163	1,159	3,003	24,274
27,167	7,847	46,115	52,069	671,029
85	1,164	19,490	48,525	120,883
52,808	17,127	103,587	148,061	1,414,274

Washington, they are recorded as Canadian exports to that state.

** That part of Nevada (everything except Clark County or the Las Vegas area) covered by San Francisco is currently estimated to absorb roughly 50 per cent of total Canadian exports to the state.

Canadian Exports to the Seattle
Post Territory of Washington, Alaska, Idaho
and Oregon, 1981
(C \$ thousands)

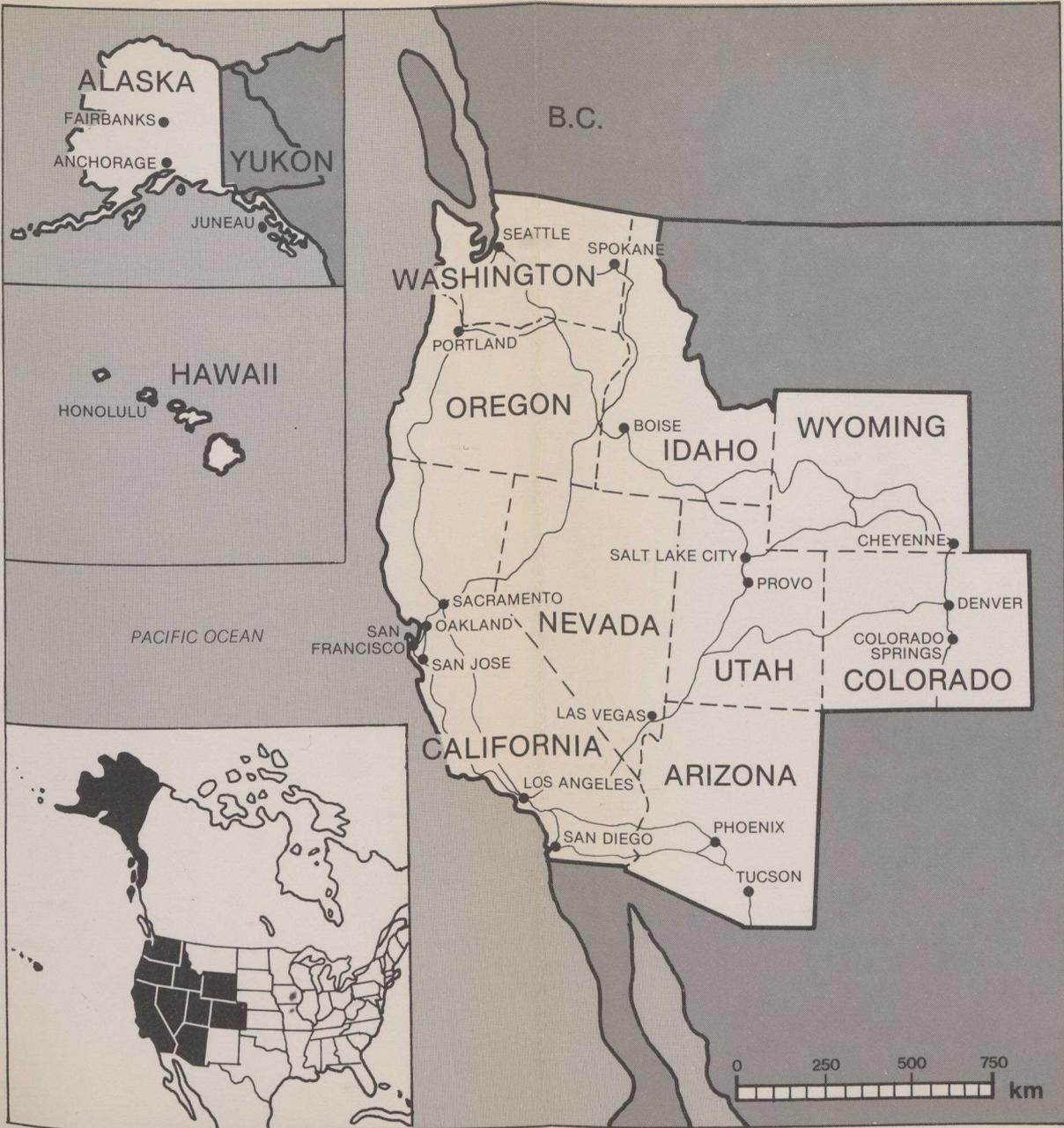
Section Sub-section	Washington*
Live animals	31,070
Food, feed, beverages and tobacco	70,111
Crude materials, inedible	3,006,139
Fabricated materials, inedible	744,879
Industrial machinery	
End products, inedible	36,386
Agricultural machinery and tractors	13,799
Transportation equipment	195,189
Other equipment and tools	39,440
Personal and household goods	11,463
Miscellaneous end products	18,126
Total end products, inedible	314,403
Special transactions, trade	3,586
Total domestic exports	4,170,188

Source: Statistics Canada

* In 1981 approximately \$1.3 billion worth of natural gas shipped from Canada to Washington and recorded by Statistics Canada as a Canadian export to that state, was in fact transshipped to California.

Alaska	Idaho	Oregon	Total
284	3,732	9,007	44,093
850	1,462	15,407	87,830
3,816	36,892	9,416	3,056,263
19,569	52,430	190,469	1,007,347
15,358	5,207	23,485	80,436
1,497	10,002	9,079	34,377
25,419	13,167	34,050	267,825
7,592	1,466	5,843	54,341
651	322	2,135	14,571
8,053	1,447	5,248	32,874
58,571	31,611	79,840	484,425
22,220	1,278	5,195	462,545
105,309	127,405	309,334	4,712,236

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