

NEVADA

➤➤ 43,000 Nevada jobs are supported by Canada–U.S. trade

- Total Canada–U.S. merchandise trade: \$411 billion
- Canada–U.S. trade supported 5.2 million U.S. jobs
- Hot spot—Canadians spent \$500 million while visiting the Silver State last year
- Helping out—Canada supported construction on the Strip with \$240 million in forest products and \$10 million in prefabricated buildings and structures in 2004

Nevada’s Leading Exports to Canada

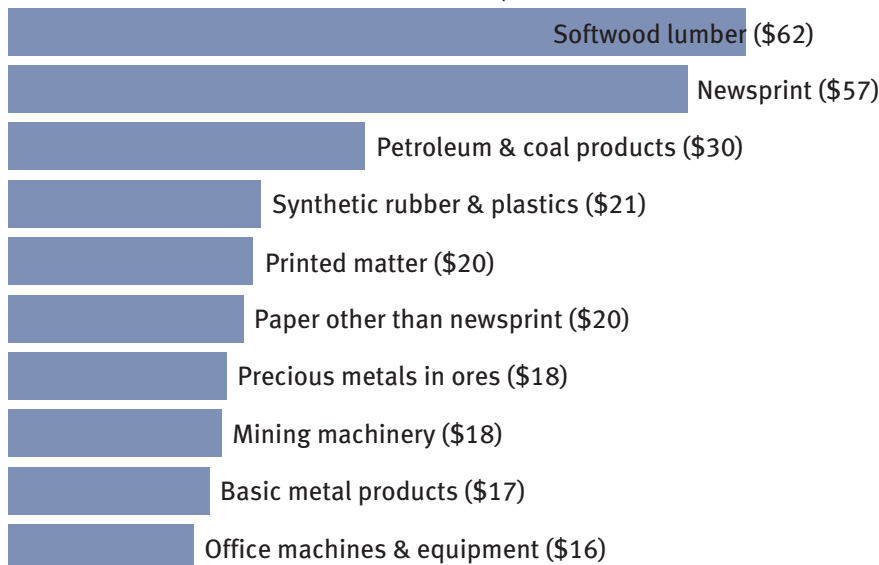
2004, in millions of U.S. dollars



Total Nevada exports to Canada: \$379 million

Nevada’s Leading Imports from Canada

2004, in millions of U.S. dollars



Total Nevada imports from Canada: \$712 million



High priority partnership...

Canada-Nevada trade surpassed \$1 billion in 2004. As the state’s largest export market after Switzerland, Canada purchased \$379 million in Nevadan merchandise, one-fifth of the state’s worldwide exports. In return, \$712 million in goods headed south, providing Nevada with a taste of the Canadian bounty.

Havin’ a good time...

Nevadan consumer products manufacturers kept Canadians occupied and entertained, with state sales of household products totaling \$185 million. The Silver State sold its northern partner \$152 million in sports and recreation equipment, making it Nevada’s largest export commodity in 2004. Household exports included \$6 million in games, toys, and children’s vehicles, and \$4 million in books and pamphlets. In return, Canada provided Nevada with \$49 million in household goods, led by \$20 million in printed matter and \$12 million in firearms and ammunition. Overall, the sector enjoyed a growth rate of 23% in 2004, increasing by \$43 million from the previous year.

Tree-lined trade...

With a dry desert landscape and lack of trees, Nevada’s demand for forest products was high, and was met by the import of \$240 million in Canadian products. Softwood lumber (\$62 million) and newsprint (\$57 million) led the purchases. Nevada also supplied Canada with forest products that included \$3 million in plywood and wood building boards.

Equipping partners...

Bilateral trade in equipment generated \$124 million for the Canada-Nevada

partnership. The state sold its northern neighbor \$22 million worth of equipment, including \$2 million in air conditioning and refrigeration equipment. Canadian equipment manufacturers supplied Nevadan offices—the state purchased \$16 million in office machines and equipment—and lit the state with \$8 million in electrical lighting equipment, for a total of \$102 million in equipment purchases.

High-tech relationship...

The telecommunications sector generated \$37 million in revenue for the state in 2004. The state shipped electronic tubes and semi-conductors (\$27 million), and computers (\$5 million) north to Canada; purchasing \$12 million in similar goods in return.

Cha-ching...

Canadians were drawn to the glitter and glam of Las Vegas, making 761,700 visits to Nevada in search of good fortune and spending a total of \$501 million. In return, Nevadans headed north into the Canadian wilderness, making 62,500 visits and spending \$35 million on tourism.

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Nevada's Merchandise Exports to Canada <i>2004, in millions of U.S. dollars</i>		Nevada's Merchandise Imports from Canada <i>2004, in millions of U.S. dollars</i>	
Household Goods	\$185	Forest Products	\$240
Telecommunications	\$37	Equipment	\$102
Chemicals	\$31	Machinery	\$60
Machinery	\$26	Household Goods	\$49
Equipment	\$22	Transportation	\$48
Metals	\$22	Chemicals	\$45
Transportation	\$17	Energy	\$41
Agriculture	\$10	Metals	\$40
Minerals	\$9	Agriculture	\$30
Other	\$19	Other	\$58

Canada–Nevada Success Stories

Canadian performers are a big attraction in Las Vegas. Since 1993, the Cirque du Soleil presence has grown to four shows that have attracted large audience from all around the world. In 2006 the Cirque will mark the opening of their fifth Show in Vegas. This strong cultural presence is completed by their social/cultural endeavors focusing on youth at risk. Finally, since 2003 the Canadian diva Celine Dion has had long-standing success with her show in a 4,000-seat entertainment and event venue located at the heart of the famed Las Vegas Strip.

Nevada–Canada Facts at a Glance:



Top Three Canadian Employers

- ★ Placer Dome Inc.
 - ★ *Getchell Gold Corporation*
- ★ Queenstake Resources Ltd.
 - ★ *Queenstake Resources USA Inc.*
- ★ Onex Corporation
 - ★ *Clientlogic Corporation*

State jobs supported by Canada–U.S. trade: 43,000

Nevada Trade

Exports to Canada:	\$379 million
Imports from Canada:	\$712 million
Bilateral trade:	\$1.1 billion
Largest export market:	Switzerland

Nevada Tourism

Visits by Canadians:	761,700
\$ spent:	\$501 million
Visits to Canada:	62,500
\$ spent:	\$35 million

For more information on Canada's trade with Nevada, please contact:

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Sources: Merchandise trade and tourism figures are from *Statistics Canada*, converted at the rate of US\$1.00=C\$1.3015. Job numbers are based on 2001 data from a 2003 study by *Trade Partnership Worldwide* commissioned by the Canadian Embassy. Canada's export ranking is from the *World Institute for Strategic Economic Research (WISER)*. All figures are in U.S. dollars. Figures may not add up due to rounding.