

[Is Your Firm Focused on Potential Clients in Emerging Industries?](#)

By [Cordell Parvin](#) on July 19th, 2012

On July 4, I read the [Inc. Magazine](#) list of [7 Companies Older Than America](#). I suspect these companies already have lawyers and even more likely do not need them. So those 7 companies might not be the best potential clients. What would be the best potential clients?

A couple of years ago I wrote: [Are You and Your Firm Focusing on the Right Clients?](#) In that post, I talked about Fortune's Top Industries. I think it is also important to look at emerging industries. Is your firm paying close attention to those? I think it is job 1 for finding clients with substantial growth potential.

Just recently I read: [China promises support for 7 emerging industries](#). The seven industries include:

1. Affordable housing and public works construction
2. Environmental protection,
3. Information technology,
4. Biology,
5. Advanced equipment manufacturing,
6. New materials and
7. New-energy vehicles,

Is anyone in your firming learning the Chinese language?
Will these also be emerging industries in the US and Canada?



You might also read:

1. [The Ten Trends That Will Shape Venture Capital In 2012 \[Part 1\]](#)

2. [Venture Capital Draft: Hot Prospects, Part I.](#)
3. A Business Week article: [America's Most Promising Startups.](#)
4. A CNN-Money article [Top Companies: Fastest Growing.](#)

What are you doing to stay on top of what industry sectors are growing? You might wonder how I happened to find these articles. It was really pretty easy. I get RSS feeds to [Forbes Entrepreneurs](#), [Business Week-Small Business](#), [CNN-Money Small Business](#) in my iGoogle and Google Reader pages.

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