

- Complete or complimentary systems--The Department feels that certain machine types, in many cases manufactured by different Canadian companies, could collectively provide packaging-line or systems sales potential. The availability of systems as opposed to individual machines may well assist companies in achieving export sales.

- Technology--The Department recognizes that in some cases there may be export earning potential for manufacturers when it is impractical to supply completed machines. Specific Canadian manufacturers may have the ability to provide specialized components which could be utilized with existing machinery or incorporated by California manufacturers into their own production. The Department believes that the level of Canadian technology and applied engineering is high in the packaging industry and perhaps higher in some areas than the level currently available to many U.S. manufacturers. Alternatively, there may be a market for pure technology and "joint venturing" in one form or another.

Consideration to all these three basic marketable categories is given in the findings of the report and in the recommendations for effective marketing strategies which are provided towards the end.

1.3 MATERIAL PRESENTED IN THE REPORT AND FORMAT OF REPORT

In order to present the best possible assessment of the market, the