

would increase purchases from Canada. A small percentage (15%) had not yet considered the effects of the Agreement on their purchasing patterns.

U.S. importers interested in Canadian products said they would prefer to obtain product information directly from the Canadian manufacturers through brochures and product listings. Industry publications, trade fairs, and visits to Canadian firms by a representative of the importer were also cited as popular ways of obtaining information about Canadian suppliers. Personal contacts from the manufacturers, industry publications and trade fairs were said to be the key factors influencing the purchasing decision. Price was the most frequently reported factor in the importers' decisions to source outside the United States.*

The survey of U.S. associations connected with the taps, cocks and valves industry suggested that the Canadian industry is competitive with the U.S. industry and that it is expected to maintain moderate growth over the next few years.

A list of U.S. importers who are interested, in general, in knowing more about Canadian sources of supply of taps, cocks and valves products has been compiled in Appendix 1. The Free Trade Agreement between Canada and the United States calls for the removal of all existing duties on taps, cocks and valves by January 1998.

The Department of External Affairs recommends that Canadian firms should consult the Canadian Trade Commissioner located closest to each company being considered for contact prior to doing so in order to obtain advice, assistance and further company information. Canadian government contacts in Canada and the United States are provided in Appendix 8.

* While price may be an input in the sourcing decision, quality and delivery may also be important factors, especially for industrial purchasers of valves.