

EXECUTIVE SUMMARY

This report is part of a major study commissioned by the U.S. Trade, Tourism and Investment Development Bureau of the Department of External Affairs. The objective of this study is to provide a preliminary indication of potential opportunities for the expansion of Canadian exports into the United States through an analysis of U.S. trade statistics and a limited survey of U.S. importers and trade associations from a broad cross-section of U.S. industry. Jewellery is one of approximately 80 sectors to be examined during the study.

A survey of U.S. importers of jewellery was conducted to determine the effects of the devaluation of the U.S. dollar and potential opportunities for Canadian manufacturers. The results of the survey were significant. Over 90% of the respondents reported that the devaluation of the U.S. dollar had increased the costs of their imported jewellery. The majority, as a consequence were interested in hearing about Canadian sources of supply for possible substitution for higher priced imports now being purchased. Importers indicated a preference to receive information from Canadian firms via brochures or product listings. Publications were also a valuable source of information to survey respondents. Price and quality are key considerations in the decision to import.

Information on companies who are interested in new sources of supply for jewellery has been compiled. In addition, a list of those who are seeking specific jewellery products has been appended to this report. Popular U.S. trade fairs and industry publications are also provided.

The survey of U.S. industry associations showed that Canada is perceived as a small, but well managed industry, with its main emphasis on precious metal articles.