

I. INTRODUCTION

Statement of Objectives

Interviews With Exporting Canadian Printers

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How the Report is Structured

Method Used to Obtain Information

Background on Printers and Publishers Interviewed

II. HOW TO GET INTO THE U.S. MARKET

Overcoming Perceived Barriers to Exporting

1. Overcoming "Buy American"

2. Overcoming "Printed in Canada"

3. Overcoming Large Geographic Distances

Identifying a Market Niche

The Need For Market Research

Buyouts, Joint Ventures and Partnerships

Sales Representatives and Print Brokers

Networking

1. Tradeshows

2. Associations

3. Suppliers

4. Bi-National Companies

III. HOW TO STAY IN THE U.S. MARKET

Service

Shipping

Customs

VI. SUMMARY OF FINDINGS