

When asked about the impact of the devaluation of the U.S. dollar and the Canada-U.S. Free Trade Agreement, U.S. associations focused on U.S. exports. For example, the associations anticipated that the devaluation of the U.S. dollar would encourage U.S. exports of fashion jewellery. Countries targeted for increased export activity include Canada, Europe (England, France, the Netherlands, Germany) and Japan. Profit margins were expected by the associations to be lower than normal. However, they thought that increased volume should maintain the bottom-line profit.

The associations identified the significant trade shows and popular industry publications used by the industry. These are listed in Appendix 8. Canadian suppliers may wish to take advantage of these shows and publications to market their products to U.S. importers.

The associations were reluctant to discuss the effects of Canada-U.S. Free Trade Agreement on the jewellery industry, other than to say that, if a demand could be created in Canada, exports to Canada would increase.

The general perception of Canada's jewellery industry by U.S. associations was that it was a small, but well managed industry. Toronto and Montreal are considered the major centres of activity. The Canadian market for jewellery was perceived as conservative and small, with its main emphasis on gold and fine jewellery.