

All associations perceive the Canadian colours, dyes, paints and varnishes industry favourably. Canadian products are perceived to be competitive with U.S. goods. The NPCA noted that it is difficult to differentiate between the Canadian and American paint industries because many U.S. firms have plants in Canada. In spite of this favourable perception, two associations indicated that a weakness of the Canadian industry is the high transportation costs incurred due to the vastness of the country.

The U.S. industry associations identified the following trade fairs as the most important for the colours, dyes, paints and varnishes industry: "AATCC Annual International Conference and Exhibition", "National Decorating Products Show", "Canadian Decorating Products Show", "National Autobody Congress and Exhibition", and "Autofact". Further information on these trade shows, together with names of relevant industry publications provided by the associations are listed in Appendix 6.