

## 14.0 CONCLUSIONS

The State of California and the West Coast region offer Canadian packaging machinery manufacturers excellent marketing prospects. Opportunities exist for Canadian sales in each of the three categories outlined at the beginning of this report. The categories are:- sales of individual machines, sales of packaging systems, and sales opportunities for machine parts and technology.

Despite the effects of the current recession in the U.S., California manufacturers are continuing to purchase new or replacement packaging equipment. Both distributors and economists predict that the market for packaging equipment will continue to grow in most manufacturing sectors.

Market areas and manufacturer-end-user industries are clearly defined in the report. Manufacturers are aware of the need to remain competitive and cost efficient when planning plant expansion; both small and large manufacturers are constantly evaluating machinery and systems. Many larger manufacturers respond to companies who can offer technical assistance with complete line-systems, whilst smaller manufacturers are often influenced by selling organizations specializing in individual machines. Fast, dependable service is essential.

In order to maximize sales potential, Canadian manufacturers need to identify the most effective distributors for their particular type of machinery. Most distributors expressed interest in Canadian products and several could be interested in working with groups of manufacturers