

I - STUDY OBJECTIVES

This report is part of a larger study commissioned by the U.S. Trade, Tourism and Investment Development Bureau of the Department of External Affairs. The study was designed to provide a preliminary indication of Canadian export opportunities in approximately 80 manufacturing sectors that may now exist as a result of the rising cost of offshore imports. Accordingly, the study identified the major products imported into the United States from developed countries, explored the effect that the devaluation of the U.S. currency has had on the price of these imports, and indicated which of these products might provide Canadian suppliers with opportunities for exporting their products into the United States. The study also identified some initial export leads for Canadian manufacturers and examined the U.S. importers' perceptions of the impact of a Free Trade Agreement between Canada and the United States on their purchases of Canadian products.