

U.S. importers interested in Canadian products said they would prefer to receive product information directly from the Canadian company through brochures and product listings. Personal contact by a representative of the manufacturer as well as trade fairs were also mentioned as ways in which importers would like to hear about Canadian products. The price and quality of products, as well as the ability to supply orders quickly and consistently, were noted as key factors in any decision to purchase outside the United States.

The survey of U.S. importers did uncover some specific opportunities for Canadian producers. Suppliers were actively being sought for leather, athletic and injection molded footwear, women's woven leather shoes, fashion boots and waterproof boots. Information on companies seeking these goods is found in Appendix 1. A list of those companies which are generally interested in knowing more about Canadian sources of supply of footwear is contained in Appendix 2.

A survey of U.S. associations linked to the footwear industry indicated that the Canadian companies and manufacturers are considered to be well managed and efficient and quite competitive with producers in the United States. However, the associations perceived Canadian companies as not producing sufficient volume for the U.S. market or in the price and quality combinations required by U.S. customers.

The Department of External Affairs recommends that Canadian firms should consult the Canadian Trade Commissioner located closest to each company being considered for contact prior to doing so in order to obtain advice, assistance and further company information. Canadian government contacts in Canada and the United States are provided in Appendix 9.