

EXECUTIVE SUMMARY

This report addresses one of approximately 80 sectors reviewed as part of a broadly-based study commissioned by the U.S. Trade, Tourism and Investment Development Bureau of the Department of External Affairs. The objective of this study is to provide a preliminary indication of potential opportunities for the expansion of Canadian exports into the United States. The findings in each report are based on an analysis of U.S. trade statistics and a limited survey of U.S. importers and trade associations from a broad cross-section of the U.S. industry.

The purpose of each report is to assist Canadian companies in identifying potential export opportunities that may justify further investigation. While the reports do not provide analyses of Canadian export industries or their international competitiveness, they do provide other kinds of information that should be useful. For example, each report provides information on individual companies that have indicated an interest in new sources of supply, some of which are quite specific. Information on U.S. import market size and shares and on industry publications and trade fairs that the companies surveyed felt were most useful are also provided. As such, individual reports in the series should be of particular interest to small and medium-sized Canadian companies that either are not yet exporting or that would like to increase their level of exports to the United States.

Hand tools is one of the sectors examined during the study. Shipments of power tools in the United States for 1987 reached \$2.6 billion (U.S.). This report focuses on products with a combined customs value of imports surpassing \$460 million (U.S.), of which 75% is accounted for by major developed countries. The U.S. market for power tools is expected to grow modestly at an annual rate of 2.2% over the next five years. The opportunity for Canadian firms to replace U.S. offshore imports might allow them to achieve higher rates of growth.

A survey of U.S. importers of hand tools was conducted to determine the effects of the devaluation of the U.S. dollar on imports from major developed countries and potential opportunities for Canadian manufacturers to replace these imports. A large proportion of the respondents expressed an interest in Canadian sources of supply. These importers indicated a strong preference to receive information on products from Canadian firms via the mail and through trade shows and industry publications. A key consideration in importing the product was said to be lower price.