

Trade fairs were also considered an influential factor in the decision-making process. Price and quality were said to be less significant considerations in importers' decisions to source outside the United States than the lack of availability of the product in the United States. A few of the U.S. companies, however, did import products to supplement their domestic supplies.

The two U.S. associations surveyed within the measuring and instrumentation equipment industry provided contradictory comments as to the competitiveness of Canadian industry in the U.S. market.

A number of respondents identified specific products for which they were seeking additional sources of supply. Products relevant to this study include integrated circuitry and scales. Respondents also identified a number of products which are beyond the scope of this study. These have been included with the relevant products in Appendix 1 along with general information on these companies. Also, a list of those companies which are generally interested in knowing more about Canadian sources of supply of measuring and instrumentation equipment has been compiled in Appendix 2.

**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 10.**