

1.0 Introduction

This report has been prepared for the Department of External Affairs, Ottawa, Canada.

The Department is aware that certain Canadian packaging machinery manufacturers have been exporting machines to the California market for some time. Very little is known, however, of the overall market potential for packaging machinery in California or what prospects this market offers to Canadian manufacturers. The Department believes that the Western United States market and specifically the market in the State of California offers substantial prospects in both the packaging machinery and material sectors.

The packaging machinery manufacturing sector in Eastern Canada is relatively strong. This is evidenced by the fact that approximately thirty machinery manufacturers responded to requests to participate in the study, which has resulted in this report. Most of the respondents were medium to small sized companies; sixty percent had previously exported packaging machinery to the United States, whilst thirty percent had exported directly to California.

The Department wishes to obtain an accurate picture of the size and scope of manufacturing industries in California and an assessment of packaging machinery currently being used in the State. The Department also requested an evaluation of future trends which will enable Canadian manufacturers to assess the viability and practicality of the market.